

# Foodservice East

Volume 83, Number 1 • Spring/Summer, 2008 • THE BUSINESS-TO-BUSINESS PUBLICATION FOR THE \$80 BILLION NORTHEAST FOODSERVICE INDUSTRY

OFFERING INFORMED REPORTING & COMMENTARY FOR THE FOODSERVICE PROFESSIONAL

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#### A celebration!

Foodservice East is celebrating the start of its 83rd year of publishing and invites you to participate by sending us your news of your operation for use on our website – [www.Foodserviceeast.com](http://www.Foodserviceeast.com) – on the News Bytes page which is updated weekly to bring you the freshest news and information of the Northeast foodservice industry!

PERIODICAL

## Summer travelers juggle priorities but aren't likely to give up vacations

**B**OSTON – In the words of an old song, “what a difference a day makes.” For two years now, tourism officials and foodservice and lodging operators across the Northeast have transitioned from singing the blues about whether \$3 a gallon gas prices and a lack of temporary workers would cripple summer travel to rolling with the challenges of a changing business landscape.

Today, with prices at the pump heading to \$4 a gallon, an even more severe scarcity

of H-2B visas and overall inflation, and a steady drumbeat of dismal economic news, many are predicting a relatively robust season despite the stumbling blocks.

This summer foreign travelers taking advantage of favorable exchange rates are expected to take up slack from domestic tourists who stay closer to home or cut back on

vacations.

And while some forecasters predict a slight dip in business, others take a more positive stance.

At the Rhode Island Tourism Division, for example, David DePetrillo expects the state to have “a relative advantage over destinations that depend on a more distant drive market. Our lodging industry

is quite optimistic about bookings, and hopefully that will transfer to restaurant sales. Where the visitor takes the extra cost of gas from depends on what is important to them on a vacation – e.g. foodies want really fine dining and will spend less in another area.”

Good weather, always a factor, contributed to a bright kickoff Memorial Day weekend in the region with operators reporting last minute bookings

Trade-offs expected as consumers  
find ways to take trips

SUMMER OUTLOOK  
Continued on page 20



## Increase in food allergies gains industry attention

**F**ood allergies are nothing to sneeze at these days, soaring to unprecedented numbers and capturing growing attention from foodservice operators both commercial and non-commercial.

A potentially fatal condition that affects more than 12

million Americans – one in 25 and one in 17 under the age of three – allergies are responsible for more than 30,000 emergency room visits every year and between 150 and 200 deaths.

ALLERGIES  
Continued on page 18

## A master of hospitality turns to a second unit for Shake Shack

**B**OSTON – You wouldn't normally associate Danny Meyer, known as one of the country's top high profile independent restaurateurs, with chain operations.

As president of Union Square Hospitality Group in New York, Meyer's claim to fame has been the creation of a successful group of individual restaurants – Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Tabla, Blue Smoke, Jazz Standard, Shake Shack and The Modern, Café 3 and Terrace 5 at the Museum of Modern Art as well as Hudson Yards Catering and the foodservice for MOMA employees.

This summer he's about to enter a new area with “the one that “most lends itself to being replicated,” he discloses in an interview at the New Eng-

land Foodservice Expo where he was keynote speaker this spring.

DANNY MEYER  
Continued on page 12



Hospitality, says  
Danny Meyer, begins  
with treating  
employees with  
respect



# Au Bon Pain addresses customer desire for smaller, lower calorie portion sizes

**B**OSTON – Counter-balancing an era of supersized quick service meals, Au Bon Pain recently introduced a healthy alternative collection of 14 small plates with only 200 calories apiece.

The chain, cited by Health

magazine as one of the country's healthiest restaurants, created the individually packaged "tapas"-style items to address consumers' desire for "fresh, great tasting menu options that are naturally healthy," says President and CEO Sue Morelli.

Calling itself "a brand new 30 year old company, ABP is out to exceed customer expectations and move "beyond the ordinary," reinventing itself in the last three years by taking a new direction for fast casual dining.

Executive Chef Thomas John, recognized for his creativity, innovation and use of exotic flavors, has steered a new course of menu development culminating in the 14 Portions varieties, which include hummus and cucumbers, honey mustard chicken, Mediterranean tuna salad, Thai peanut chicken, apples blue cheese and cranberry, and herb cheese, fruit and crackers, among others.

Prices range from \$2.99 for items without meat to \$3.49 for those with meat. Guests can mix and match the individual items to "combine individual tastes and flavors in one sitting and to introduce variety into their meal," says



**14 dishes with  
200 calories or  
less focus on  
vegetables and  
proteins**

Chef John. The dishes can be eaten as snacks or combined with soup, salad or bread to customize a meal.

Portions, says Morelli, "give our guests more control over the amount of food they are consuming, which is a huge concern in today's world of super-sized fast-food meals."

Full nutrition information is available for each of the Portions dishes as well as the complete menu. Additionally, customers can go online and view nutrition information for a specific combination of food choices, or search combinations that meet individual dietary needs.



**FOODSERVICE EAST**  
(0885-6877)

The Business-to-Business  
Publication of the \$80 Billion  
Northeast Foodservice Industry

Published by  
LRH Ventures

Susan G. Holaday, Editor & Publisher  
Richard E. Dolby, Publisher Emeritus

197 Eighth St., No. 728  
Charlestown, MA 02129-4234  
617-242-2217 / 800-852-5212  
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FOODSERVICE EAST is published six times a year: Wintertide, Winter's End Spring, Mid-Year, Fall Equinox and Fall. Susan G. Holaday, President and Treasurer. Periodical postage paid at Boston and additional mailing offices.

USPS #0317-380. U.S. subscription rate \$30.00. Canada and Foreign on request; single copies \$5.00 plus \$2.95 shipping & handling. All rights reserved. RStarChefs.com awards program planned at NAFEMe production in whole or in part without permission is prohibited.

POSTMASTER: Send address changes to Foodservice East, 197 Eighth St., #728, Charlestown, MA 02129-4234.

## Eat'n Park intros "smaller portions"

**PITTSBURGH** - Eat'n Park, looking for ways to make its menu "fit our guests' tastes and lifestyles," recently introduced a new "Smaller Portions at Smaller Prices" menu with lighter items for breakfast, lunch and dinner at a lesser price.


"Many people want to be able to find selections that meet their dietary needs

and their budget when they dine out," says Senior Vice President Kevin O'Connell. "We're very excited about the positive feedback we've had from our guests on this new section of our menu."

Items include favorites such as baked lemon sole, shredded pot roast sandwich, and rosemary chicken in portions that offer fewer calories at a better value.



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# Daily Grill enters Boston with unit in Pru

**Chain eyeing sites to the south & west**

**B**OSTON — There's something comforting in the familiar — classic design and culinary staples such as grilled steaks and chops, fish and chips, burgers, mac and cheese, chicken pot pie and other timeless and quintessentially American favorites.

Capitalizing on that is Daily Grill, a California-based chain with 24 units, largely on the West Coast but now moving into the east where it opened its first New England restaurant this spring in this city's Prudential Center in the

Back Bay.

Despite the widely reported "doom and gloom" of today's macro-environment for restaurants, the company is moving briskly into new markets.

In an earlier foray in 1997 into Eastern territory, Daily Grill's parent, Grill Concepts, opened four units in the Washington, DC area, with plans for a fifth in Annapolis this year. Boston, with its increasingly "sophisticated food fans," was a "natural expansion area," says Phil Gay, president and chief executive officer.

"Most people today out-

## DAILY GRILL®

source their kitchen," he declares, noting that eating away from home has become a way of life.

Created as a sibling spin-off to The Grill On the Alley, a mainstay in Beverly Hills since 1984, today Grill Concepts owns five Grill On The Alley restaurants and one In Short Order as well as the growing Daily Grill chain.

Daily Grill captures the ambience of the American grills of the 1920's, 30's and 40's. The company wanted a more casual, comfortable version of its original concept that would be available to more people at "accessible prices."

With 24 units open, plans call for four to six new ones a year, says Gay who discloses that next will be Aventura, FL, the Westin at LAX and Tulsa, OK.

In 2009, plans call for openings in Dallas and Phoenix. The chain looks for sites with 6,000 to 7,000 sq. ft. and space for a large outdoor patio.

Asked about other East Coast plans, Gay dismisses New York for now. "It's like a foreign country and so expensive," he says. Next in the Northeast will most likely be Boston suburban areas such as Waltham and Dedham where Daily Grill is now scout-

ing sites. Clustering in a major market area makes sense, he observes, but adds: "We like to stay away from a chain image and offer consistency and quality with local touches."

Daily Grill goes head to head with chains such as P.F. Chang's, Houston's and Cheesecake Factory, Gay says.

Lunch checks average \$16 to \$18 and dinner, \$26 to \$28 a head, he estimates, including alcoholic beverages, which account for around 25 percent of sales. Catering, takeout and delivery bring in around 15 percent.

In a labor market often characterized by others as difficult, Daily Grill has strong retention. Fourteen of its original employees from Beverly Hills are still with the company, Gay points out. "We have hourly turnover of 50 percent, less than the industry average and management turnover is much less. We have to take care of our people," he adds, telling the story of a new employee in Boston who, while still in training, had a death in his wife's family in Paris but could not afford to fly to the funeral. "We gave him a check and told him not to worry about it," Gay discloses.

**"Consistency and quality with local touches..."**

**Four to six units a year are targeted in future**





## FOOD FOR Thought

*A culinary dialogue  
of current perspectives  
and techniques*



# “Chef Mitch” lets the food speak for itself

**C**APE ELIZABETH, ME – It’s a long journey from Argentina to the coast of Maine but for Mitchell Kaldrovich, the trip is like a homecoming, both literally and symbolically, to a post where he’s on the cutting edge of today’s culinary trends – using fresh, organic, locally sourced ingredients in an “eco-luxury” inn’s new restaurant.

Born in the US but raised in his parents’ homeland, Argentina, he welcomes the opportunity to work with “the fresh ingredients, the beautiful fish” that he’s finding here and learn a new perspective.

A native of East Orange, NJ where his parents worked at the time of his birth, he discovered an early love of food and cooking, and by the age of 10, was helping his grandmother cook sumptuous family meals.

“I grew up with European-style cooking,” says Chef Mitch, “but I love this country and felt like I had to live here.”

Argentina’s strong mesquite-flavored barbeque tradition was also an early influence, says Kaldrovich who also had three years of culinary education in the “basic French classics.”

Now he’s taking the knowledge gathered in a number of four-star restaurants in Buenos Aires and Patagonia, plus high-end restaurants in resorts from Florida to California (most recently Plumjack Squaw Valley Inn in Lake Tahoe) and applying it to the challenge of creating a new 48-seat ocean view restaurant, Sea Glass, at Inn by the Sea here.

**Forging friendships with farmers is the key to sustainable menus**

“We’re trying to use the simple, freshest foods,” he says, calling Maine’s seafood “jewels from the ocean. People want their flavor, so we are letting the food speak for itself. I don’t want to overpower it with sauces.”

The food in his own home refrigerator may speak best to his sensibilities and palate – vegetables, potatoes, lobsters for bisque, organic chicken, and chocolate for bonbons. I’m practicing infusing chocolate with spices.”

Describing himself as “very

**CHEF MITCH**

*Continued on page 5*



**An American chef raised in Argentina finds his culinary roots on Maine’s coast**





# Food is a passion for Chef Kaldrovich

CHEF MITCH

Continued from page 4

hyper,” Kaldrovich recalls helping his German grandmother with making choucroute and gnocchi. “I never got bored. It’s a passion. If I came to your house, the first thing I’d do would be look in your refrigerator.”

Lobster bisque will be a signature dinner menu item at Sea Glass with clam chowder featured at lunch. The dinner menu, which changes daily, will be “upscale but very simple – no veal Oscar. We want to enhance our ingredients with a nice presentation on the plate. I want to integrate the inn’s philosophy of protecting the natural environment with my vision for creating a simple, fresh Maine culinary experience for our guests and introducing my own unique style of cooking.”

Average checks at breakfast are expected to be in the \$15 range with lunch around \$18. Dinner with alcoholic beverage is estimated to run around \$80 a head.

The restaurant seats 48 in the dining room, plus 24 on the outdoor deck. A lobby bar with a limited menu accommodates 15.

Soups and salads are priced from \$8 for local organic baby greens with Bayley Blue, candied walnuts, red grapes and verjus vinaigrette to \$11 for the lobster bisque. Appetizers

**Goal is to integrate the inn’s philosophy with the guest’s culinary experience**

range from \$10 for an oven roasted mushroom tart with local goat cheese, arugula and Pecorino cheese to \$15 for Ahi tuna tartare with crisp radish salad, watermelon, basil ginger emulsion and Maine sea salt.

Entrees include the oven roasted organic chicken breast with summer squash “faux linguine,” wilted beet greens, toy tomato and black olive tapenade (\$24) to the \$42 sweet butter poached lobster served with confit garlic, potato noisette, fresh tarragon and lobster sauce.

The new restaurant is all about the “Maine experience,” raising the bar on the former “new American cuisine” menu with Kaldrovich’s take on Maine’s bounty, and raising the roof to remove barriers to the ocean view. Guests will have a panoramic view of lobster boats out on the ocean

and an outside deck has been extended to allow al fresco dining.

Kaldrovich has been visiting local farms to find sources of locally raised beef and venison in preparation for the property’s reopening this summer after a multi-million renovation that adds a new full service spa.

The 57-room luxury property is a certified wildlife habitat and was the first in Maine

## HFM gives awards to 5 from Northeast

NEW YORK – The National Society for Healthcare Foodservice Management will honor recipients of its National Recognition Awards at its 20th Anniversary Leadership Conference this fall at The Homestead, Hot Springs, VA. Winners from the Northeast are Joseph Pastore, Spring Harbor Hospital, Westbrook, ME and Whitney Bundy, MBA, RD, Backus Hospital, Norwich, CT who won the new Future Horizon award for those who serve as role models to others; Tony Almeida and Stephen K. Jones, Robert Wood Johnson University Hospital, New Brunswick, NJ who will receive the Partnership in Leadership award for member facilities that demonstrate strong commitment to on-staff operations and provide support for the HFM member foodservice director; and Paul Hubbard, Stony Brook University Hospital, Stony Brook, NY who won the Spotlight on Innovation award given to members who implement innovative programs that have advanced quality and implemented cost improvements in their areas of responsibility.

to heat with biofuel and to be recognized as carbon neutral. Eco-friendly features include air-to-air heat exchangers, dual flush toilets, all new Energy Star kitchen equipment, and a new single stream recycling program.

Kaldrovich is working closely with fish purveyors to find farm-raised fish such as striped bass, he adds. All breads will be baked in-house with Maine sea salt and fresh herbs and special artisanal cheese plates will include cheeses from Maine and Vermont.

“We’ll try to innovate a little bit,” he declares, talking about his culinary perspective,

“but I think in the box. I know about molecular gastronomy and respect it but try not to use it. I think it can confuse people. A lot of chefs do trendy stuff but I prefer fresh Maine ingredients. People come here for the shellfish and local ingredients and our menu will tell them what farms the food comes from.”

Menus will offer a vegetarian option, he adds, with “simple, fresh vegetables.”

Scallops will be on the menu year-round and organic chicken, brined in sugar and salt for 24 hours, will always be available with different sides, he adds.

## FOOD FOR THOUGHT

### Pan Seared Maine Scallops With Tarragon Butter

Inn by the Sea  
Chef Mitchell Kaldrovich

#### Ingredients:

1-pound large Maine Sea Scallops, patted dry  
1-tablespoon olive oil  
2-tablespoons butter  
Kosher Salt and freshly ground black pepper

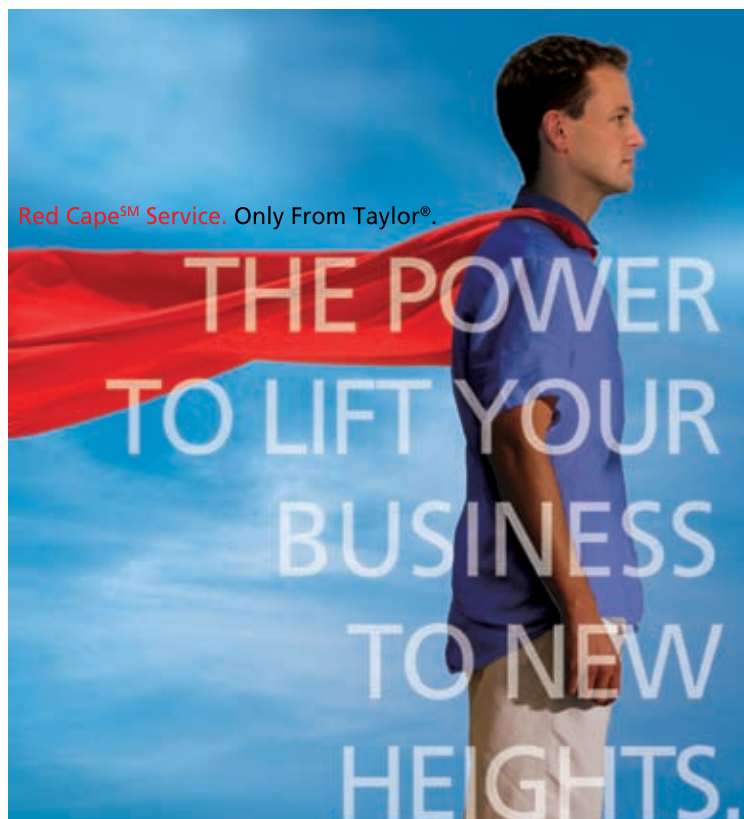
Lightly season both sides of the scallops with salt and white pepper. Heat the oil in a large skillet or sauté pan over medium-high heat. Add the scallops and cook until golden and just cooked through, about 2 minutes per side. Transfer to a plate and cover to keep warm.

#### Sauce:

1/2 cup Brut Champagne or White wine  
6 tablespoons cold unsalted butter, cut into pieces  
2 tablespoons Chopped Fresh Tarragon

Place the Champagne or White wine and bring to a boil, reducing by 50 percent in volume. Add the butter, 1 piece at a time, taking the skillet from the heat as necessary to prevent the sauce from breaking, and whisking constantly, until all the butter is incorporated. Season, to taste, with salt and pepper & add the fresh Tarragon.

Serve as an appetizer over wilted baby spinach. Yield 4



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## Navigating The New Terrain in Healthcare Foodservice

**N**EW MILFORD, CT – “Only connect,” says a character in E.M. Forster’s novel, “Howard’s End,” a tale of British society in the midst of social change.

Connection, of course, is what makes life meaningful. In today’s world we still seek those interfaces, which today range from social web-based networks linking strangers who may never meet face-to-face to a small Connecticut hospital’s successful nexus of local physicians, chefs, farmers, nutritionists, public officials and citizens who came together to find solutions to concerns about health issues and the social effects of America’s existing food system.

This is a story about their passion for ensuring the healthiest possible food for their community and those it serves.

The connections, created fittingly enough around a kitchen table, began in the fall of 2006 and developed into the Plow to Plate™ Community Coalition designed to promote local farms and foods through a variety of activities.

New Milford Hospital, a member of New York Presbyterian Healthcare System, spearheaded the efforts, reflecting the commitment of its new president and CEO, Dr. Joseph Frolkis, a recognized

## New Milford Hospital moves to sustainable foods

expert in preventive cardiology and director of the hospital’s Center for Cardiovascular Disease Prevention and Marydale DeBor, vice president for external affairs and director of the New Milford Hospital Foundation.

Transforming a foodservice operation to one using local, sustainable foods is no simple undertaking. For DeBor, it involved engaging farmers, chefs, health care providers and consumers, plus involving “as many other community organizations as possible in this common enterprise.”

Her passion for the task sparked a “David and Goliath” challenge to the hospital’s foodservice contractor. “We tried to challenge our contract vendor to change and help us meet our goals. It didn’t work, so we retained John Turenne, Sustainable Food Systems, LLC in Wallingford, CT to help us. We may be the first hospital to go through a full process of doing an RFP for contract firms that states any vendor has to work with the community.”

The response, she says, has



### Improving the health of patients, the facility forges community links with local farmers

been “great. Our former vendor bid. It took a lot of pushing to get their attention. There’s more to this than meets the eye. We have a lot of work to do and it’s a cultural change, away from the frozen and

canned stuff. People are just grasping for this, but it’s the institutional change that’s the hardest part.”

An RFP, she observes, “creates a record, so vendors will have to change. If others (hos-

pital foodservice operations) can do this, they will change. We wanted to challenge the status quo with the vendor community, and there are some people who would like to shoot me, but that’s okay.”

The contract was recently awarded to Unidine Corp. based in Newton, MA.

The hospital is “creating a model from scratch,” and has begun training its staff to work with fresh food and learn new skills. It also signed the Healthcare Without Harm food pledge, promising to work with local farmers and suppliers, encourage vendors to supply healthy foods, responsibly produced, and committing to sustainable procurement.

More training, some modest renovation and new menu development are planned with the goal of serving new menus this summer.

Employees of the hospital will have the option to purchase CSA (Community Supported Agriculture) shares with local farms to buy heirloom tomatoes, fresh greens

*NEW MILFORD  
Continued on page 7*

**“We’re all about health,” says DeBor. A model for a sustainable foods program was created “from scratch.”**





# A small Connecticut hospital challenges the status quo

NEW MILFORD

Continued from page 6

and vegetables, adds DeBor.

At the same time, the 65-bed hospital, which feeds 300 cafeteria customers a day and 217 patients a week, will establish partnerships with local and regional farmers to support its foodservice.

A program is in place with a local youth agency involving teaching middle and high school youth about the harvest, preparation of local foods, and career opportunities in culinary arts and farming. The students develop menus, visit farms, cook and share meals with family and friends, and will talk about their experiences at schools and senior centers in the community as well as producing a cookbook.

"We're all about health and we have a 'bully pulpit,'" DeBor declares. Plow to Plate™ will hold public forums on sustainable food systems and the basis they provide for community health, a strong agricultural economy and social networks promoting health and quality of life.

In a collaboration with the mayor of New Milford, a Plow to Plate™ Farmers Market with vendors, musicians, presentations by local chefs, and health information and screenings, debuts Memorial Day weekend.

"In our pediatric practice at the hospital, we see 25 percent obesity," DeBor notes. "We're doing gardens and walking programs in elementary schools now. It's not hard to be passionate when you see this kind of data."

If CEO Frolkis had not been personally committed to the changes, she adds, "they wouldn't have happened. It's very important in something like this to engage senior leadership."

To engage the medical provider community, Plow to Plate™ is producing special \$1 "Farm Bucks" that can be spent at the Farmers Market and are underwritten by a local bank. The bills can be given by doctors to their patients to introduce them to the pleasure and importance of healthful eating.

"All of this," DeBor says, "connects people to the earth. It sounds corny, but it's true."

Other "green" initiatives include:

- Electrical upgrade/retrofit to conserve power and save energy, saving \$47,000 or 327,000 kilowatt hours annually

- Environmental Services – use of cleaning products and supplies, microfiber mops



**A story of transition to improve cardiovascular health through diet**

and floor steam cleaning techniques that require only water

- Recycling of cardboard, glass, aluminum and paper
- Refuse removal – im-

proved plans/practices to alleviate trash volume

- Roofing renovations – hospital to investigate upgrade using green products vendor.

At the Institute for a Sustainable Future in Duluth, MN, Director Jamie Harvie applauds the hospital for its unique approach in beginning the development of a sustainable foods program "externally" with the creation of the Plow to Plate™ initiative and involving the total community. "It's very exciting," he says. "Developing seasonal menus and purchasing with the seasons are kind of new ideas. We're seeing new recognition that food can't be treated as a commodity."

## Saint Vincent Health Center cuts time of meal deliveries

**E**RIE, PA – Quality is "a never-ending journey" for Barry Locke, director of Food and Nutrition Services at Saint Vincent's Health Center, a 450-bed non-profit facility.

Two years ago, the staff implemented a "Cuisine on Call" room service program designed to provide greater flexibility for patients in ordering meal delivery times.

Three months into the process, Locke decided to use a manufacturing methodology for improving quality, Lean Sigma Six (LSS) to improve the personalized delivery system.

A team consisting of Locke, several associates from the department, a member of the finance team, and an LSS facilitator was put together to help implement LSS methodologies.

The process began with listening to "the voice of the customer." Patient input was gathered to determine expectations.

A survey showed patients would rate delivery "excellent" if it took 20 to 30 minutes for their food to arrive.

The team, measuring the average time for a meal to get from the kitchen to the patient, found the average time to be 48 minutes.

Additionally, says Locke, 35 percent of meals took more than 40 minutes and in some instances, exceeded 60 minutes, which was a "real problem."

While the primary goal was to reduce meal delivery time, other quality measures such as food temperature, pleasantness of staff delivering the meals, food presentation and menu accuracy were also re-

**Quality improvement method used in manufacturing field speeds patient tray times**

viewed.

"We needed to improve our service to our patients without raising costs," says Locke. "To do this, we collected data to determine where we had waste of waiting and wasted movement."

Data was also collected using measurement tools often used in manufacturing to

analyze processes for quality improvement. "We created a visual outline of the entire process using colored Post-it notes," he recalls. "Different colors depicted tray movement, delays, inspection and problem areas. During this phase, we also analyzed tray assembly, tray loading, cart delivery to unit and the final step in the process, the hostess receiving the tray on the unit and delivering it to the patient."

Team members walked through the process several times gathering a range of times trays spent in each particular phase.

Meeting to discuss the key root causes associated with delays, the team found such factors as disorganization of food items at each station, staff break time schedules conflicting with peaks in the delivery operation, and unnecessary

steps in the process.

An extensive brainstorming session helped determine the ways to tackle the problems. Ideas for reducing delays were discussed, prioritized, and assigned to team members for implementation.

Improvement strategies were implemented and delivery times re-measured. The process took nine months.

"We were amazed with the results," says Locke. "Average meal delivery times dropped from 48 minutes to 22 minutes. The number of trays taking more than 40 minutes fell from 34.7 percent to 1.6 percent."

Best of all, comparing results to nationwide patient satisfaction measures at top hospitals nationwide, Saint Vincent's patient satisfaction scores soared from the 74th

SAINT VINCENT  
Continued on page 13

## LOCATION, LOCATION, WATERFRONT! PRIME RETAIL SPACE AT THE WATERFRONT IS GOING FAST.

Few areas are so highly prized as the majestic four and a half miles of Hudson River shoreline. It's the pride of Yonkers...and the retail destination of the community. From Esplanade Park to luxury residential units, marinas, five star restaurants and new office buildings, this area is fast becoming the center attraction of Yonkers. Royal Properties has two key retail spaces for lease in this exciting, up and coming neighborhood:



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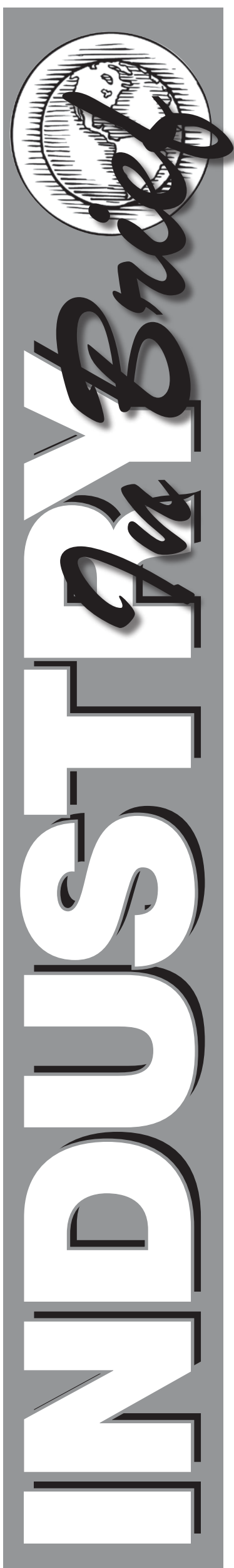
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### Wheeler's Frozen Desserts opens

BOSTON – Wheeler's Frozen Desserts has opened on Massachusetts Ave. in Boston's Back Bay near Symphony Hall with a large variety of vegan ice creams, produced using no animal products or by-products. The ice creams are made using soy, coconut, rice or almond and can be customized. More than 150 flavors are available and can be designed to match-up with events such as office parties, weddings, corporate retreats and more. Visit [www.icecreamproject.com](http://www.icecreamproject.com).

### Flemings opens in suburban Hartford

WEST HARTFORD, CT – Fleming's opened a new steakhouse here recently at Blue Back Square with private dining rooms accommodating up to 70 people.

### South Shore operator opens The Jury Room

QUINCY, MA – Clint Smith, owner of the 100-year-old gastro pub, The Cellar Tavern, in Abington on Boston's South Shore, recently opened The Jury Room across the street from the courthouse here. Serving lunch and dinner, the 99-seat Jury Room offers sandwiches with courtroom-related names and more formal contemporary American steak, pasta, chicken and seafood entrees prepared by Executive Chef Eileen O'Donaghue in The Sidebar Lounge which will offer nearly 70 varieties of Scotch.

### Villa Enterprises launches Bambino's line

MORRISTOWN, NJ – Villa Enterprises introduces new Bambinos snack sized sandwiches in two varieties, Italian Meatball and Chicken Caesar, priced at \$1.99 each. Both are served on either garlic or a Tuscan roll. The customers also have the option of choosing one of three new Bambino combo meals. In other news, the chain opened a Villa Fresh Italian Kitchen in Jersey City franchised by Hany Faltas.



### Community Servings promotion raises \$18,000

BOSTON – A Mother's Day "Meals for Moms" promotion benefiting Community Servings which provides hot home-delivered meals for persons with life-threatening illnesses in the greater Boston area, raised \$18,000 which will enable it to serve 3,600 meals.

### NH Travel Council honors Erica Murphy

ASHLAND, NH – The New Hampshire Travel Council selected Erica Murphy, director of communications and community relations for The Common Man family of restaurants in New Hampshire, as the recipient of the 2008 Advertising and Public Relations Award for her significant contributions to the state's travel industry through her public relations work.

### Papa Gino's signs first franchisees

DEDHAM, MA – Papa Gino's signed its first franchisees, Rajender and Sunita Malhotra who are expected to open three units on Boston's North Shore over the next three years in such areas as Beverly, Salem and Swampscott.

### OSO Steakhouse opens at the Southampton Inn

SOUTHAMPTON, NY – A new Mediterranean steakhouse, OSO, opened at the Southampton Inn, its first ever full service on site restaurant, with Executive Chef Peter Dunlop who has handled the property's catering previously and earlier was chef at the Metropolitan Opera and Café des Artistes in New York. Dinner appetizers begin at \$7 and entrees at \$23. The restaurant will be open for breakfast, lunch and dinner with steaks, chops and local fish and seafood and is named for the owner, investment banker Dede Gotthelf's cat, who resembles a black bear cub (Oso is Spanish for bear), and for the current "bear" market in which the restaurant will deliver high-end fare at reasonable prices, says Gotthelf.

### Kor Hotel group expands into New York

NEW YORK – Kor Hotel Group, under a management agreement with 330 Hudson Owner, LLC, will support the development and ongoing management of its first project here in Hudson Square, adjacent to both Tribeca and SoHo at 330 Hudson St. The 168-room property will be in a retail and hotel complex

### Non-gaming boutique hotel set for Atlantic City

ATLANTIC CITY – Believed to be the first non-gaming luxury boutique property to open here, the Chelsea, a project of Cape May developers Curtis Bashaw and Cape Advisors, Inc., will

open this summer in what was the Holiday Inn – Atlantic City Boardwalk and the Howard Johnson Hotel. The property, with 331 rooms and 12 suites, will house Stephen Starr restaurants, Teplitzky's and Chelsea Prime. Teplitzky's will serve an eclectic menu including club sandwiches and matzo ball soup in a coffee shop setting, while Chelsea Prime on the 5th floor will offer sweeping ocean views and a fresh take on the steakhouse in a setting described as evocative of a 1940's supper club with raw bar, dry-aged steaks and seafood sourced from local fisherman.

### Boston's Beehive expands outdoors

BOSTON – The Beehive in the South End here opened an 80-seat outdoor dining area with an urban picnic theme, says co-owner Jack Bardy. Diners will be seated and handed a menu of freshly prepared items from which to choose. Once customers have selected their items, the waitstaff will return with packages and jars along with fresh bread tucked in picnic baskets to share. Open evenings from 5 to 11 PM, the BEEch will also be open for Sunday brunch.

### Brasserie Jo celebrates 10 years



BOSTON – Brasserie Jo at the Colonnade Hotel celebrated 10 years here recently with a full month of special promotions including the opportunity to win a trip to Paris. On hand for festivities was owner, Chef Jean Joho who also owns Everest and Brasserie Jo in Chicago as well as the Eiffel Tower in Las Vegas.

### HCWH issues position statement on rBGH

ARLINGTON, VA – Healthcare Without Harm recently issued a position statement opposing the use of recombinant Bovine Growth Hormone known as rBGH, a synthetic growth hormone given to dairy cows to increase milk production. The group encouraged healthcare foodservice operators to "source from dairies that demonstrate a strong commitment to alternatives to non-essential hormones and antibiotics, and that support local farmers and sustainable practices." The hormone has been found to adversely impact animal health and human health concerns are unresolved.

### New tips on "going green" from NRA

WASHINGTON – The National Restaurant Association launched a new website, [Conserve.Restaurant.org](http://Conserve.Restaurant.org), to help the \$558 billion industry find ways to become more eco-friendly and reduce their impact on the environment.

### CPK opens new unit in Plymouth Meeting, PA

LOS ANGELES – California Pizza Kitchen opened a new 4,000 sq. ft. restaurant in the northwest suburbs of Philadelphia at Plymouth Meeting Mall

### Two added to Au Bon Pain's Nutrition Advisory Board

BOSTON – Karen Glanz, professor of Behavioral Sciences and Health Education and Epidemiology, a Georgia Cancer Coalition Distinguished Research Scholar and director of the Emory Prevention Research Center at the Rollins School of Public Health at Emory University and Heidi Skolnik, the sports nutrition consultant to the New York Giants football team and the School of American Ballet, and a nutritionist at The Women's Sports Medicine Center at the Hospital of Special Surgery were appointed to Au Bon Pain's Nutrition Advisory Board.

### Aramark honored with sixth annual menu award

CHICAGO – Aramark received its sixth annual "Turkey on the Menu" (T.O.M.) Award from the National Turkey Federation at the NRA Show this spring for its variety of turkey menu applications across all dayparts. The company uses 18 specified turkey products – more than 8 million pounds, in all segments of its non-commercial business.

### Red Sox launch charity wine distribution

BOSTON – The Red Sox launched distribution of three wines named for Jason Varitek, David Ortiz and Kevin Youkilis in conjunction with Charity Wines, a Winchendon, MA firm that last year raised \$400,000 for players' charities and is looking to bring in \$1.5 million this year for Pitching for Kids, which helps needy children through grants to Children's Hospital; the David Ortiz Children's Fund which aids critically ill children in New England and the Dominican Republic; and Hits for Kids focusing on the health and well-being of children.







## High volume model from Frosty Factory

Frosty Factory's new 298 model comes with a 4 gallon cylinder. 6 gallon hopper and 3HP compressor. The unit, 21" W by 33"D by 36"H was tested at a high volume demand event held outside serving 16-oz. alcoholic drinks and has not been out-drawn. Factory tests yielded 35 gallons per hour production. The counter top model can serve 437 10-oz. drinks per hour. Go to [www.frostyfactory.com](http://www.frostyfactory.com).



## New and improved Slimfold 6 grill

Cinders Barbecues introduces a new, improved version of its Slimfold 6 barbecue grill. The 6' model features a newly engineered and designed cooking surface to provide more even cooking. Visit [www.cindersbarbecues.com](http://www.cindersbarbecues.com). Constructed in England with all US controls, the grill weighs 105 lbs. and folds flat to 7.5 inches for easy transport. Total heat input is 68,000 BTU per hour.

## All natural Mexican shrimp offer quality and value

Large shrimp from all origins are in short supply and command high prices, says Ocean Garden, pointing to its premium quality "all natural" farm raised Jumbo, Extra Large and Large sizes as valued alternatives to black tiger shrimp which shrink when thawed and again when cooked. Ocean Garden's 26/30, Extra Large, All Natural Mexican shrimp and even larger sizes present money saving alternative center of the plate options. Go to [www.oceangarden.com](http://www.oceangarden.com).

## Ready to cook breakfast sausage

Applegate Farms introduces new ready to cook breakfast sausages in three flavors: chicken & sage, chicken & apple and chicken & maple, each made from freshly ground antibiotic free chicken thigh meat, carefully de-boned by hand. The products are vegetarian-fed with no gluten or casein added and no MSG. Visit [www.applegate-farms.com](http://www.applegate-farms.com).

## Red Cape service Only from Taylor®

Taylor introduces new Red Cape Service, emphasizing the company's "invincible equipment, extraordinary people, powerful programs and unstoppable support." The purchase of a Taylor machine is a promise of reliability, says the company, which promises to update customers on trends and how to implement them in their business. Visit [www.taylor-company.com](http://www.taylor-company.com).

## Fresh and pure cubes from spring water

On The Rocks is said to be the first company to mass produce Spring Water Ice cubes as pure as bottled water. Ice kept in trays or bins can absorb bacteria and odors from foods around it. On The Rocks' crystal clear ice comes in re-sealable packaging to keep it fresh and pure. Go to [www.icerocks.com](http://www.icerocks.com).



## Simplified controls on next generation of slicers

Hobart introduces the 3000 series slicers to improve ease of use and simplify cleaning while delivering durability and consistent quality. Enhanced design features include a 50-degree cutting plane and glass-bead-finished gauge plate and top knife cover. The tray is lighter weight, making repeated loading and unloading easier. Automatic models feature lower profile and working height to enhance ergonomics and reduce operator fatigue. Slicers are easier to clean with simpler access and come with an optional knife-removal tool. The larger 13-inch knife delivers

## New Hobart warewashers offer energy, water and space savings

Hobart's next generation Cle conveyor warewashers are Energy Star® qualified for energy and water saving advantages. Final rinse water is as low as .39 gallons per rack. The machine uses Hobart's NSF-certified Opti-Rinse™ system to save more than 50 percent of water and energy than industry-standard spray nozzles while delivering stronger performance. Savings are estimated at \$9,192 annually. An energy saving Auto-Timer automatically shuts off pumps and conveyor after a predetermined time once the rack exits the machine and re-starts when a new rack enters. Energy-saving mode can automatically shut heating elements after one to six hours of inactivity. Power Scraper prewash removes heavy food soil.

Depending on the model, the washers can clean 5,150 to 8,550 pieces of ware per hour. Visit [www.hobartcorp.com](http://www.hobartcorp.com).

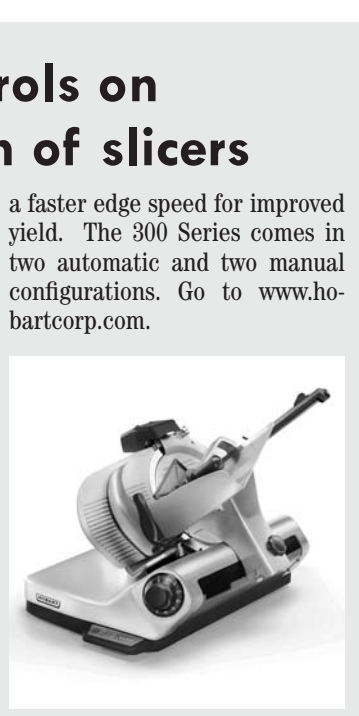


## Coffee sleeves help keep hands safe

New Wave Flute coffee sleeves from Java Jacket protect customers' hands from hot beverages, are earth-friendly and recyclable, and come in one size to fit cups from 10 to 20 oz. Patented embossed nubbins offer superior grip. Sleeves can be custom imprinted. Go to [www.javajacket.com](http://www.javajacket.com).

## Recipes for soy foods available for foodservice

A Soyfoods Council competition pairs professional chefs with young partners to create healthy, delicious products with soyfoods. Recipes range from tempeh-filled gyozas (dumplings) to sushi and guilt-free brownies with canned black soybeans as the secret ingredient and are available at [www.thesoyfoodscouncil.com](http://www.thesoyfoodscouncil.com).



## Premium Sobieski Vodka enters US

Sobieski, Poland's best selling premium vodka, ranked the #1 in a blind tasting of 108 vodkas by the Beverage Testing Institute and by La Revue du Vin de France, recently entered the US market. The moderately priced vodka is made from the highest quality vodka grain, Danowski rye. Visit [www.vodkasobieski.com](http://www.vodkasobieski.com).

## Packard supplies paper rolls plus

Packard Papers offers a complete line of hospitality industry guest checks, specialty papers, fax machines, POS systems, cash registers, ribbons, credit card verification items and more. Packard also provides recycled paper rolls for cash registers and adding machines. Call for pricing. [www.packardpaper.com](http://www.packardpaper.com).

## Four-flavor dispenser for frozen beverages

Taylor's Model C320, a modular frozen carbonated beverage freezer designed to fit tight counter space, dispenses four flavors of frozen soft drinks with profit margins of around 70 to 80 percent. An optional self-contained cart for BIB pumps and syrup storage is also available. Visit [www.taylor-company.com](http://www.taylor-company.com).

## Three dairy products from Taylor's dispenser

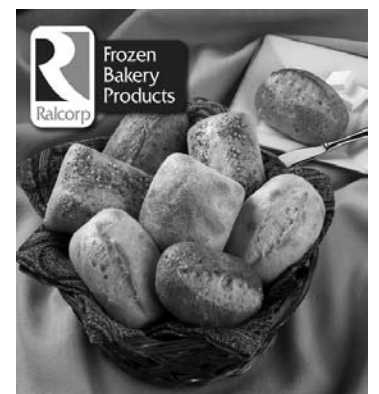
Taylor introduces a refrigerated, portion-controlled dairy dispenser to serve precise amounts of three dairy products for up to three menu items and five serving sizes. Easy to operate, the machine dispenses when a cup is placed below the spout and product, optional menu item and serving size are selected. Go to [www.taylor-company.com](http://www.taylor-company.com).

## Manhattan Deli-Arts serves up pastrami

Manhattan Deli-Arts pays tribute to the culinary heritage of the city's classic delis. A new line introduces The Great Lost Pastrami and Great Lost Corned Beef plus "Historically Essential Corned Beef Hash and Pastrami Hash, Pastrami is made exclusively from navel plate, the traditional cut of beef for essential tenderness and texture. and is gently cured, marinated with All Natural blend of 16 aromatic whole-grain spices, hand-rubbed with All Natural pre-smoke rub, smoked with real hardwood and slowly cooked. The Corned Beef is made from top-quality double beef brisket and slowly cured. Each batch is hand-rubbed with our All Natural, fresh-ground blend of 15 spices from around the world, and gently cooked. Visit [www.nosherei.com](http://www.nosherei.com).

## Pureed, processed lemongrass comes in three varieties

Vegetable Juices, Inc., the only commercial supplier in North American of fresh, pureed processed lemongrass, introduces three types of lemongrass, frozen with no preservatives, one refrigerated with citric acid and vinegar and salt (destined for salad dressings) and one soft frozen variety. The soft frozen line, produced using a proprietary formula, is a scoop-able form of lemongrass in a frozen state that takes up to 48 hours to thaw. Refrigerated product offers a six-month shelf life, 12 months for the frozen and soft frozen. Each comes in 40-lb. pails. Recipe ideas are available online at [www.vegetablejuices.com](http://www.vegetablejuices.com).



## Artisan rolls from Ralcorp Frozen Bakery

Pannè Provincio™ Artisan Rolls from Ralcorp Frozen Bakery Products are ready to serve from frozen in 10 minutes and come in four varieties – Ciabatta, French, French seeded and Multi-grain. Only the finest all natural ingredients are used and the rolls contain no preservatives, artificial colors or flavors. Visit [www.RalcorpFrozen.com](http://www.RalcorpFrozen.com).





## Record-breaking 25 recipients honored by NRA in awards program for innovative new products

**C**HICAGO – The National Restaurant Association named a record-breaking 25 recipients of its annual Kitchen Innovations (KI) awards for cutting-edge foodservice products, applauding what it called an “unprecedented number.”

William Anton, 2008 chairman of the annual NRA Show, called the number an illustration of the fact that equipment manufacturers “have stepped up to meet the needs of the restaurant industry.”

The recipients, he adds, “provide solutions to the many challenges facing restaurateurs and culinary professionals, including utility costs, labor, quality and efficiency.”

Awards were presented at the 89th annual NRA Restaurant-Hotel/Motel Show here. Recipients were chosen by a panel consisting of Dan Bendall, principal, FoodStrategy, Inc.; Martin Cowley, senior manager, restaurant design, Disneyland Resort; William Eaton, president, Cini-Little International; Robert Forrester, principal, Restaurant Industry Solutions; Foster F. Frable Jr., founding partner, Clevenger-Frable-LaValee Inc.; Rick Gentry, director, technical services, Aramark; Robert Marshall, vice president, US operations, McDonald's; and Kathleen H. Seelye, Ricca Newmark Design.

### The winners include:

**Advanced Composite Materials, LLC** – Silar® Microwave Grilling and Speed Cooking: The Silar Microwave Grill with a reversible flatstone is a ceramic composite microwave heatable oven insert that enables high speed grilling and baking of paninis, subs, sandwiches and fresh pizzas.

**Cambro Manufacturing Co.** – Camtherm Hot/Cold Bulk Food Holding Cabinet: This energy-efficient thermoelectric heating and cooling unit with no compressor, heating coil or humidifier, offers flexibility and steady temperature control, holding hot or cold foods plugged in or during transit.

**Campus Products, Inc.: CPI Stemshine GP8A** – Employee safety and labor savings are documented during

the glass polishing process and consistency is guaranteed while improving quality and eliminating the need for dedicated personnel for Stemware drying and polishing.

**Carter-Hoffman, a Middleby Company** – Endura-Heat Transport Carts: A heat retention system based on a patented “solid to solid” phase change technology disperses heat up to two hours after being charged and unplugged, offering flexibility for heated transport of food and/or pre-plated meals and eliminating the need for canned fuels.

**Ecolab, Inc.** – Apex TSC Dishwasher: Said to be the first all-solid, low-temp dish machine to use EPA-registered solid sanitizer and an attached controller to optimize operational efficiency and reduce environmental impacts in the dish room.

**Electrolux Professional NA** – S90 Full Service Induction Range: The full surface induction range has four adjustable temperature zones with one powerful 5kw induction coil per zone. The 33-inch wide surface lets operators use



Electrolux Professional S90 Full Service Induction Range



Camtherm Hot/Cold Bulk Food Holding Cabinet

up to 16 pots simultaneously to maximize hood productivity and floor space.

**Everpure, LLC** – Exurbera Pro: The customized system is based on in-depth certified lab analysis of an operator's water source and tailoring the appropriate filtration solutions. It is integrated with equipment and merchandising to serve still, sparkling chilled alternatives to bottled water.



Everpure Exurbera Pro

**Follett Corp.** – Ice Manager™ Diverter Valve System: Ice Manager automatically delivers ice to two dispensers from one Follett Horizon ice-maker. Manual handling is eliminated with reduced risk of ice contamination and slips and falls.

**Frymaster, LLC, an Enodis Company** – Protector™ Fryer: The fryer, with SMART4U™ technology, has a 30 lb. frypot that is said to use 40 percent less oil but has the capacity of 50 lb. frypots. High technology features au-



Frymaster Protector™ Fryer

tomatically monitor oil levels, replenish oil as needed and alert the operator when the in-cabinet jug-in-box (JIB) oil supply needs changing.

**Garland, an Enodis Company** – HE Broiler: The char-broiler features continuous sparking to ensure constant flame and has no standing pilots that need shutting down or restarting, or temperatures needing to be re-established. HE Broiler turns gas off electronically and when relit, is turned on to the same pre-set temps across the burners.



Garland HE Broiler

**Goslyn, LP** – Goslyn Grease Recovery Device: This patented technology uses hydrostatic pressure and specific gravity with no moving parts to continuously and permanently remove and recover fats, oils and greases from waste effluent. There are no messy grease traps and less than two minutes a day is needed for cleaning.

**Groen, Unified Brands** – Tri-Res20 with Tri-Res Boilerless Technology: A full-size gas oven with steam, convection and combination modes has a boilerless system with three separate reservoirs with high steam capacity and precise control for different cooking modes.

**Henny Penny Corp.** – Wave-Clean™ Automated Cleaning System in Smart-Combi™: Smart-Combi with Wave-Clean features an automated two-in-one, clean-and-rinse system that self cleans and powers off at the cycle's end. Three different cleaning programs use the same minimal water by recycling.





**Lincoln Foodservice Products LLC**  
8005 Return Toaster

**Lincoln Foodservice Products, LLC, an Enodis Company** – 8005 Return Toaster: This conveyor return toaster incorporates a proportional-integral-derivative controller that self-regulates the toasting by sensing the amount and thickness of the bread product to deliver consistent look, texture and taste.

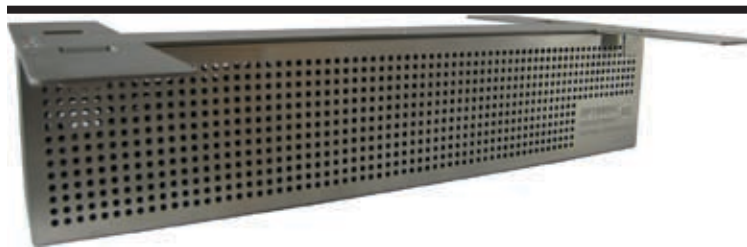
**Market Forge Industries** – Eco-Tech Plus™ Steamer: A patented water management system enables the pressureless atmospheric steamer to operate on two gallons/hour or less, about 20 percent of most others in its class. It creates steam on demand and as demand decreases, burners automatically cycle off to conserve gas and water.



**Market Forge Industries Eco-Tech Plus Steamer**

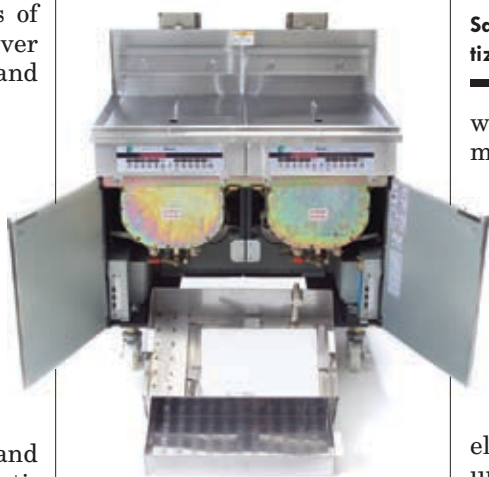
**OilFresh™ Corp.** – Oil-Fresh OF1000 Series Oil Extending Catalytic Device: The device fits in most open gas fryers and uses high-tech ceramic pellets to keep oil from rapid break-down at a molecular level. Benefits include extended oil life, reduced gas consumption, better fried food quality and labor/disposal cost savings.

**Paloma Industries Inc.** – Pulse Combustion Gas Fry-



**OilFresh Corp. Oil Fresh OF1000 Series Oil Extending Catalytic Device**

er: Pulse combustion burners accelerate transfer of heat to the frying medium to provide short cook time and rapid oil temperature recovery during cook time. In idle stand-by mode, Paloma has a low energy rate of 3,420 BTU/h. Operators can achieve high efficiency during heavy load surges or on idle.



**Paloma Industries Inc. Pulse Combustion Gas Fryer**



**Revolutionary Cooling Systems**  
Stock Chiller

**Revolutionary Cooling Systems** – Stock Chiller: Only ice and water are used by this chilling process to quickly cool five gallons of soup or stock from 190 to 40 degrees in six minutes, providing greater cost efficiencies without the food safety risks of slower chilling methods.

**San Jamar** – Saf-T-Wash™ Food Sanitizer: This wall-mounted unit diverts water from the sink tap and charges it with ozone before dispensing it through an aerator. The



**SanJamar Saf-T-Wash Food Sanitizer**

water is said to be 300 times more powerful than bleach at killing pathogens on produce without leaving residue.

**Stellar Steam** – Polaris: Polaris uses a patented gas fired heating system and propane tank that can be used anywhere without electric or plumbing hook-ups. The boilerless cooking chamber is made of anodized cast aluminum which acts as a heat sink, allowing quick heat retention, recovery and reduced energy consumption.



**Stellar Steam Polaris**

**Sterilox, a division of PuriCore** – Sterilox Model 2100: A The Sterilox system creates a pH neutral solution said to be highly effective at killing pathogens such as E. Coli, Salmonella, Norovirus and MRSA and is FDA approved for food contact. It

requires no mixing, dilution, protective equipment or special disposal and uses water, salt and electricity.

**Twirl Pasta Company** – Twirl Pasta/Cucina 2002: A fully automated foodservice concept with self-service and operator models that use patented equipment and process

technology to cook and dispense pasta meals in 80 seconds. Proprietary software manages the enclosed cooking environment from delivery of the pasta to the multi-chambered kettle to final dispensing.

**Unified Brands** – AVTEC – EchoArch Ventilation Systems: The EchoArch combines a patent-pending arch top and front mounted high velocity exhaust slot to create a rate of speed faster than the updraft that captures contaminated air at very low exhaust requirements. The net result is an annual kitchen energy savings of up to 50 percent of the conditioned kitchen room air.

**Vulcan** – C24EA3-C24EA5 Counter Steamer: The innovation is the mineral eliminator with “smart drain/power flush” system. The interaction of the sloped bottom and timed power flush create the Ventum Effect said to increase velocity and rid the accumulation of mineral deposits and need for frequent de-liming.



**twirl Pasta Company Twirl Pasta/Cucina 2002**

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# A NY institution to open in Atlantic City

**N**EW YORK – It's been 64 years since Patsy's, a longtime bastion of Neapolitan cuisine in this city's theater district, opened its doors drawing tourists, residents, and a host of entertainment world figures from Frank Sinatra and Tony Bennett to Madonna and Oprah Winfrey.

This summer, the founder's grandson, Executive Chef and Co-Owner Sal Scognamiglio, takes a giant step into the future with the opening of a second unit at the Atlantic City Hilton Casino Resort.

Such a move, he says, was sometimes considered over the years, but the family "didn't feel confident until we met the Hilton people who are as excited about this as we are, and that's what made us decide to do this. It's our little baby and we want it to be taken care of. They're willing to do it our way."

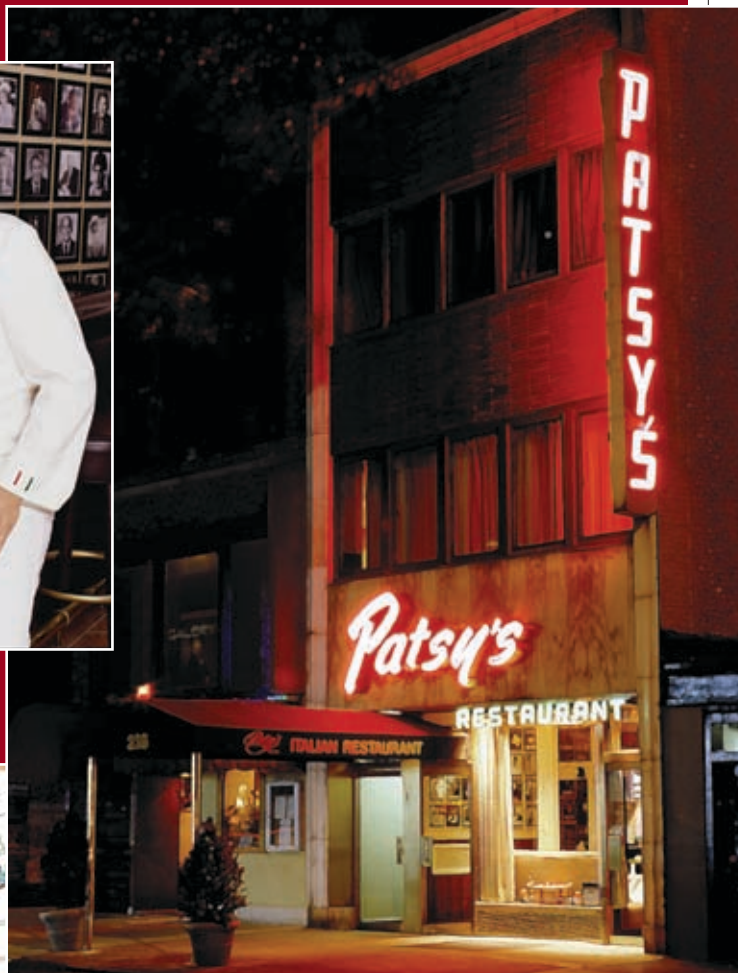
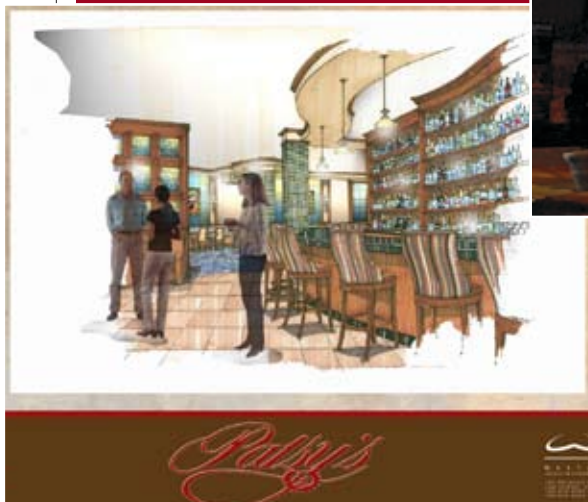
Asked if there could be others down the road, Scognamiglio recalls considering Las Vegas but notes: "We felt it was too far away, at least for now. We would use the same amount of caution, but if this one goes perfectly, who knows?"

Sal, who learned cook from his father Joe, regards Patsy's as his second education. While he was growing up and going to school, he spent his free time in the kitchen or helping out as a waiter or busboy.

"I was never forced into the business," he recalls. He took over the kitchen in 1985. "There have only been three chefs in

## Patsy's branches out with restaurant in Hilton casino

*A short journey carries the weight of a New York culinary tradition of 64 years*



our history, my grandfather, Patsy, my father

who's still in the dining room, and myself. I felt nervous at first because I had the weight

of all that tradition on me."

The "heart of the menu," he says, remains much as it has always been, although he's brought back the rack of lamb and the meatballs that were off the menu for a while. "Every Italian has a different way of doing things." He has "some fun with the specials," he admits.

Now, he's looking forward to taking that rich tradition to the Atlantic City Hilton. "We are bringing Frank Sinatra's favorite restaurant to his home state of New Jersey to the exact place where he used to perform when it was the Golden Nugget," he points out.

At the Atlantic City Hilton and Resorts Atlantic City, Regional President Tony Rodio calls the Patsy's name "synonymous with family, great food and exceptional service. Having a high-profile brand name like Patsy's will serve as an attraction for not only our loyal players, but also for others in the area. It will appeal to a broad audience." The restaurant will take over the space formerly occupied by Caruso's with the same staff, which will undergo training by the New York Patsy's personnel.

At the property, Executive Vice President Phil Juliano recalls singer Tony Bennett remarking that he had been going to Patsy's for more than 50 years, many times with his friend, Sinatra.

"The greatest compliment I ever got," says Sal, who goes out into the dining room each night as his grandfather taught him to talk with customers, "was a customer who told me he knows what the food would taste like before he enters the restaurant, and that's why he comes."

It was under Sal and his cousin Frank DiCola that the restaurant expanded its presence in the gourmet foods arena with a line of award-winning pasta sauces, oils and vinegars and a cookbook.

In Atlantic City, the new restaurant will occupy about 5,000 sq. ft. including a large bar which the original has never had. At the New York restaurant, prices range from \$19 to \$25 for pastas and \$25-\$34 for entrees and the average check is around \$50. In Atlantic City, says Sal, prices may be "a touch higher." Prices were raised in New York last fall to keep up for rising food costs, he says, adding: "The cost of veal today is insane. But how high can you go?"

## A master of hospitality turns to a second unit for Shake Shack

DANNY MEYER

*Continued from page 1*

A second Shake Shack will join the group, competing in what Meyer calls "Sibling Revelry" between the concepts and in the greater Big Apple restaurant community.

"I love to compete," declares Meyer who is credited for setting new standards for hospitality within the industry, focusing upon the nourishing and nurturing of both employees and customers.

"I hope to open it before the end of the summer," says Meyer who admits to a "fascination with how multi-unit operators do it."

Located on the ground floor of a small apartment building between the Museum of Natural History and a "vital residential neighborhood, the Upper West Side," Shack Shake

number two may have 12 month-long season, unlike the first, a food kiosk in Madison Square Park serving Chicago-style hot dogs, burgers, frozen custards and wine and beer.

Opened in 2004, Shake Shack, a portion of whose revenues benefit the Madison Square Park Conservancy, was named "Best Burger in NYC" by New York Magazine in 2005 and was recognized that year by the New York Times as an "Outstanding Hot Dog Place."

"It's the kind of concept that works in any economy," Meyer points out as he compares the current economic environment to a "November wind that blows the leaves off the trees."

It's his fourth recession, but Meyer points to the national love affair with food

**"I love to compete," says the winner of 17 James Beard competition honors**

and restaurants as a positive. In a down economy, he adds, "the ones that do best practice radical hospitality. The leaves will fall off the trees, but the industry thrives because of what we do for people." Treating those with whom you work with "care and respect" filters

down to better service to the customer, says Meyer.

Over the past year, USHG licensed the name, Union Square Tokyo, with Japanese partners who wanted the relationship because of USHG's approach to hospitality. USHG was interested in Japan's regimentation of service. "We do a lot of listening," says Meyer. "It's a wonderful cultural exchange."

As he moves in a small way into the realm of multi-unit operations, his Hudson Yards Catering, now a year and a half old, also continues to grow.

In three of the individual restaurants, private parties have become a major part of business, he adds, noting that "you get so many more people to try your restaurant" after they attend a private party.



# Boston's The Gourmet Pizza targets New England

**A first ever Boston unit could be open by next year**



**D**ALLAS – Boston's The Gourmet Pizza began life in Canada 44 years ago, launched its US expansion in 1998, but until recently has never had an outlet in Boston.

That's about to change as the company, with some 250 stores in Canada and 50-plus in the states, moves into New England where it recently broke ground for the first unit in Manchester, CT, scheduled to open this fall.

It's not the first in the Northeast where Boston's operates units in Neptune, NJ and Wilkes Barre, Allentown and Erie, PA.

Boston's is currently "the number one casual dining chain in Canada," says Director of Franchise Development Paul Tripodes.

"We're striving to be that here and think the sky's the

limit. The Northeast," he adds, represents "a wide open territory" where the chain would go head to head with such competitors as Friday's and Chili's.

Stores typically are around 6,400 sq. ft. in size with 230 to 280 seats and have a 1,200 sq. ft. patio. The average check is around "\$12 or \$13 per item," Tripodes says.

Known for its pizzas, Boston's serves a casual dining menu with more than 100 different items from fresh salads, burgers and sandwiches to pastas, pizzas (18 varieties including

Mama Meata®, Tuscan and The Flying Buffalo™) and entrees such as ribs and seafood.

The concept is a dual one

with the restaurants divided into a casual dining side that caters to families and a sports bar with flat screen TVs and local sports memorabilia. Pizza dough, pastas and sauces are all made in house from scratch.

Originally founded by Gus Agiotis, a Greek immigrant who jumped shipped in Vancouver and subsequently opened a predecessor restaurant in Edmonton, Alberta,

The name, the company says, came from the strength of "Boston," a name people identified with thanks to the Boston Bruins, Celtics, Red



**The name came from the strength of "Boston"**

Sox and, of course, Boston cream pie. In addition, the marquee only had room for six or seven letters.

## Saint Vincent cuts meal delivery time

*SAINT VINCENT*

*Continued from page 7*

percentile before the program was implemented to the 97th percentile after LSS implementation.

A control plan now monitors any changes in meal time delivery and a monthly survey is taken. "We've set new goals to ensure meal delivery in less than 30 minutes," says Locke, who has been in foodservice at the Center for 25 years. Now, meal delivery time averages 22.5 minutes, with less than two percent of all trays delivered taking longer than 40 minutes.

The next challenges to be dealt with, he says, are diabetic/insulin administration coordination with the meals and soiled tray pick-up and return.

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## Living Harvest Hempmilk comes in three flavors

Award winning Living Harvest Hempmilk made from whole hemp nuts provides a digestible protein with all 10 essential amino acids and is fortified with eight essential vitamins and minerals including calcium. Available in original, chocolate and vanilla flavors, the product is made from legal hemp seeds and supports sustainable farming. Hemp foods are also a balanced source of Omega 3 and Omega 6 essential fatty acids and are allergen-free. Steam hot with Chai or espresso, blend in smoothies, serve chilled over ice or create a one-of-a-kind beverage menu item. Visit [www.livingharvest.com](http://www.livingharvest.com).



## Frieda's Garlic Delight for use in sauces, dips

Frieda's Garlic Delight™ is made from all-natural ingredients with no preservatives, cholesterol, dairy, trans fats or sugars. Operators can add flavor without sacrificing calories in a variety of specialty dishes. Garlic Delight™ contains 100% USA-grown garlic. Available in Original, Chipotle, Sun Dried Tomato, and Green Olive varieties, the dip comes in tubs. Use in soups, stews, dips, sauces, marinades and more. Go to [www.friedas.com](http://www.friedas.com).

## Introducing Sunfish fillets year-around

Southstream Seafoods, Inc. of Warwick, RI introduces farm raised Frostmark™ Sunfish fillets. Known as "Sunnies," the fish comes in fillets ranging from .75 to 1.5 oz. and has a mild taste. Sunfish is available year around, comes individually quick frozen scaled with skin on, and is chemical and antibiotic-free. Go to [www.southstream.com](http://www.southstream.com).



## Non-skid solutions for server trays

To facilitate improved ergonomics and server performance, Molded Fiber Glass Tray Company (MFG Tray Co.) introduces a series of lightweight, high-strength fiber-reinforced polymer (FRP) composite trays for the hospitality industry. In addition to providing less strain on a server's workload, the tray's proprietary non-skid coating provides a functional surface with up to 150 percent improvement in non-skid (even when wet) performance—resulting in fewer broken dishes due to sliding. Three tray sizes inter-stack with other products on the market. Go to [www.mfgtray.com](http://www.mfgtray.com) for more information.

## White Coffee offers Fair Trade organic

White Coffee's new line of Fair Trade organic coffees includes Nicaragua Segovia, Ethiopian Yirgacheffe, Indonesian Sumatra Gayoland, Bolivia Caranavi and Peru "La Florida," each with its own distinctive characteristics. Visit [www.whitecoffee.com](http://www.whitecoffee.com).



## Award-winning biscuits to use in many ways

Gagné Foods' award-winning 72 Layer Cream Cheese Biscuits may be served for breakfast with honey, butter or jam, as a gourmet breakfast sandwich, in the lunch or dinner bread basket, or for dessert as a shortcake with fresh seasonal fruit. Also available are Five Herb Parmesan Biscuits and Cream Cheese Cinnamon Rolls. Made from scratch using the best ingredients, the products come frozen, ready to bake in a conventional or convection oven. Visit [www.gagnefoods.com](http://www.gagnefoods.com) for recipes and serving suggestions.

## Raising pork in a humane way not new to Iowa family farm

Beeler Pork in La Mar, IA has been raising pigs for more than 150 years, using humane methods that allow pigs to enjoy fresh air, sunshine and fair treatment. Heluka™ farming does away with gestation and farrowing crates.

Treating animals with compassion produces safer and better tasting products, says the Beeler family, whose Heluka™ (an Indian word meaning 'full of sun') system lets the animals go outside, play and socialize, have free access to food free of animal by-products and water, and root or nest in deep straw bedded areas. Beeler Heluka™ pigs are raised without antibiotics or growth promotants and are



fed without artificial ingredients or preservatives such as MSG, sodium nitrites, nitrates, phosphates, glutens or binders. The Beeler Heluka™ line consists of products ranging from the number one selling Hickory Smoked Bacon to Ham and natural casing Weiner. Visit [www.beelerspork.com](http://www.beelerspork.com).

## Introducing Milk 2 Froth by Milk Chillers

Frieling USA expands its Milk Chiller line with Milk 2 Froth which connects to commercial espresso machines, keeps milk at proper temperature and allows operators to store up to a quart of milk at below the NSF set level of 41 degrees F. The energy efficient unit runs on approximately 50 watts of electricity. Visit [www.frieling.com](http://www.frieling.com).

## Steam on demand in Blodgett's BCX-114

Blodgett's BCX-114 oven offers user-friendly controls, ease of operation, Steam On Demand, a feature that lets operators inject steam at the touch of a button and Time To Delime an indicator and system that delimes the oven easily. Bright halogen lights provide superior product visibility. Visit [www.blodgett.com](http://www.blodgett.com) or [www.crpetererson.com](http://www.crpetererson.com).

## Faema Enova offers elegance & quality

Enova from Faema, a manufacturer known for high quality espresso machines, combines excellence in functionality with elegant styling. Results are assured by the adjustable thermal balancing system which allows the temperature of each group to be set easily according to the type of coffee used, a first for an entry level machine from Faema. Enova comes in 2- and 3-groups, automatic and semi-automatic. A new feature in the automatic model allows the use of tall cups or glasses. Visit [www.fae-masource.com](http://www.fae-masource.com).



## Banquet stackers for comfort & durability

Perfect tables need perfect stackable chairs, says Bertolini Inc. The new Titan ZM & LM stacker can be for banquets or conferences and features the Flex-Fit™ seat and Fit-Tight™ fastening system with technology that ensures no 'loose screws.' Ergonomically designed seats are made with high resiliency commercial grade foam. The Dura-Lock tab-less back features the look of traditional two-piece backs without pieces to separate. With the industry's strongest frame, Bertolini has crafted durability into banquet seating with no compromise on comfort and style. Visit [www.crpetererson.com](http://www.crpetererson.com) and [www.bertolinidirect.com](http://www.bertolinidirect.com).

## New and improved foodservice wipers

SCA Tissue introduces three new Tork® Premium Cuisine wipers with special value-added properties as well as improved Tork® Advanced and Tork® Universal foodservice wipers. The Premium Cuisine Cloths are low linting, more absorbent than linen and durable enough to be washed for reuse after tackling tough jobs. Tork Premium Cloth with Microban® is engineered with a protective antimicrobial formula that inhibits growth of odor-causing bacteria, mold and mildew. Large apertures are designed to pick up particles and rinse easily. Tork Premium Cloth with Quat-Safe™ prolongs the life of sanitizing solutions, allowing for cleaner surfaces and reduced risk of contamination. Visit [www.torkusa.com](http://www.torkusa.com) for information.

## Chef Paul introduces seasoning blends

Chef Paul introduces four new Magic Seasoning Blends that, like the entire product line, are all natural and gluten free with no MSG or preservatives. Select Honey Barbecue, Little Italy, New Orleans, or "Just Plain Good." Product information and sample sachets are available by calling 800-457-2857. For specific product questions, call Greg Villarubia, director of foodservice sales, at 504-731-3519. For more information, visit [www.chefpaul.com](http://www.chefpaul.com).

## King's Choice cheeses receive new image

DCI Cheese Company is rolling out a new, more contemporary look and packaging label for its King's Choice® brand of cheeses which offers varieties of Danish Blue Cheese, Edam, Fontina, Gouda, Havarti, Leyden and Maasdam. The line comes in bulk, random weight, and exact weight as well as pre-sliced and pre-cubed in resealable packaging. For information, go to [www.dcicheeseco.com](http://www.dcicheeseco.com).



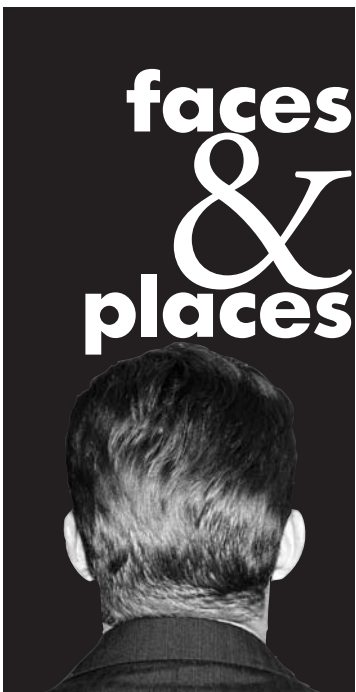
## Beverage combines tea & "super fruits"

Revolution 3D from Revolution Teas combines antioxidant-rich "super fruits" with premium white tea in an all-natural beverage in four flavors: Green Apple, Blueberry, Mango and Pomegranate in 12-oz. cans and four-packs. Each formulation contains 100 percent of the recommended daily value of Vitamin C and is sweetened with only cane sugar and agave syrup. For more information, visit [www.revolutiontea.com](http://www.revolutiontea.com).

## Nozzle technology cuts water usage

Hobart's new nozzle technology on its C-line warewashers cuts water usage by more than half, along with associated sanitary sewer costs and also cuts the energy used to heat the water in half. The dish machines are ENERGY STAR® rated by the US Environmental Protection Agency and employ the Opti-Rinse™ system that uses more than 50 percent less water and energy than industry fan-spray nozzles yet deliver stronger performance. Hobart estimates the savings using C-44 with Opti-Rinse™ at up to \$6,400 a year. Visit [www.hobartcorp.com](http://www.hobartcorp.com).





**ASPIRE** – **Michael McBride** becomes the **Hotel Providence's** food and beverage director and general manager of this new restaurant in the former **L'Epicureo** space. Most recently he was managing partner at Providence's **Capital Grille** and earlier, was with Boston's **Back Bay Restaurant Group** as assistant general manager of **Abe & Louie's**.



**MCBRIDE**

**HILTON HARTFORD** – **Jeffrey Roike** becomes general manager of this 393-room property from that post at the **Four Points by Sheraton** in Hyannis, MA and earlier, g.m. of the **Sheraton Nashua** (NH).



**ROIKE**

**AMERICAN ACADEMY OF CHEFS** – The Honor Society of the **American Culinary Federation** will induct **Christopher Neary**, president of the Long Island ACF chapter and executive chef at **J. King's Foodservice Professionals, Inc.**, Holtsville, NY, honoring him for his contributions to the profession over more than 30 years.

**FLY CREEK CIDER MILL** – **Patricia Davis** was named foodservice manager, supervising the **Snack Bar Restaurant and Bakery** at this Fly Creek, NY cider mill and orchard. She brings 32 years of experience to the new post with independent restaurants and institutions.

**UNO® RESTAURANT HOLDINGS** – **Louie Psallidas**, most recently senior vice-president and CFO of **PGHC Holdings, Inc.**, the parent company of **Papa Gino's** and **D'Angelo** brands, joins **Uno** as senior vice president and CFO, succeeding **Bob Vincent**, who joined **Ruth's Chris** earlier this year. In other appointments, **UNO** announced a "significant expansion" of Senior Vice President of Purchasing **Jamie Strobino's** responsibilities to include the design and construction department and the interface between purchasing and construction. Strobino, former chief operating officer at **Border Cafe**, joined the company last fall.



**PSALLIDAS**

**REGENT HOTELS & RESORTS** – **Sandra Finlay** moves to general manager for 108-room **The Regent Boston** at Battery Wharf, opening this summer. Most recently she has been project manager for **The Carlyle Hotel** in New York and earlier, managed various Regent properties around the globe.

**LIBRE MANAGEMENT** – In Philadelphia, this full-service hospitality company names **Jessica Freedman** director of sales and local

## AH&LA honors state leaders

**WASHINGTON** – The American Hotel & Lodging Association presented state leadership awards to three operators from the Northeast at the group's Legislative Action Summit here.

Formerly known as the Most Valuable Volunteer Award, it was created in 1998 to honor the many volunteers who help strengthen both AH&LA and their partner state associations.

Recipients were Maine

Innkeepers Association – Robert Smith, owner/light-house keeper, Sebasco Harbor Resort, Sebasco

Estates; New York State Hospitality & Tourism Association – Victor Nelson, general manager, Ramada Inn Geneva Lakefront, Geneva; and Rhode Island Hospitality & Tourism Association –

Angelo DePeri, general manager, Renaissance Providence Hotel, Providence.



**FREEDMAN**

marketing for its Philadelphia restaurant locations of **Cubra Libre** and **Rum Bar**. Most recently, she was special events manager of the city's **Morimoto Restaurant**.

**THE ALGONQUIN HOTEL** – **Alex Aubry** joins this Manhattan property, which recently completed a \$4.5 million renovation. He previously was executive chef at **Affinia Manhattan Suite Hotels**, **Feldman Restaurant Group**, **D.A.K.A. Museum of Modern Art** and **Money Tower I**.



**AUBRY**

**ROSE GARDEN RESTAURANT** – **Arturo Montes** becomes executive chef of this award-winning fine dining restaurant at the **Bluenose Inn**, Bar Harbor, ME. He brings 29 years experience to



**MONTES**

the post, most recently as co-owner with his wife, Carmine of **Montes International Catering**, believed to be the only catering service in Maine specializing in international cuisine and fine dining.

**NEW ENGLAND CULINARY INSTITUTE** – **Michelle Ford**, who has been interim dean of the Hospitality and Restaurant Management Programs (HRM) at the college, was elevated to dean. Her background includes 20 years experience in cooking, food production and dining room management.

**NEWPORT RESTAURANT GROUP** – This division of **Newport Harbor Corp.** named **Corey Barriera** general manager of the **Waterman Grill** in providence in



**BARRIERA**

the former Gatehouse Restaurant space. He previously was at NHC's other property, **22 Bowen's Wine Bar & Grille** in Newport as assistant general manager, and earlier at NHC's **Castle Hill Inn & Resort** where he was food and beverage director.

**GRAFTON STREET** – **Matthew Richey** joins this Cambridge, MA restaurant as executive chef from sous chef at **Bambara** in the **Hotel Marlowe**, Cambridge. The son of a chef, he began cooking in 1995 at the **Craftwood Inn** in Manitou Springs, CO as a cook.



**RICHEY**

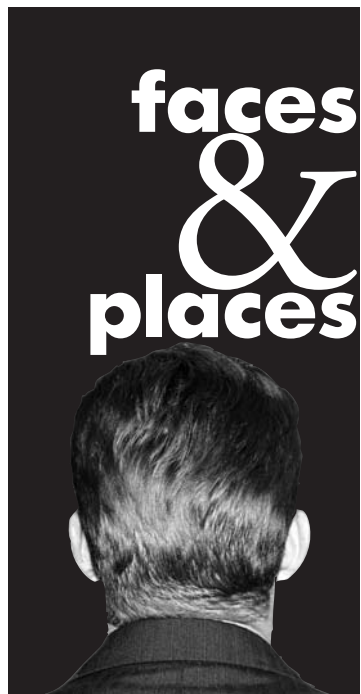
**COPLEY SQUARE HOTEL** – This Boston property, undergoing a \$14 million renovation under the operation of Interstate Hotels, named **John Maibach** general manager

*Continued on next page*



**MAIBACH & ALTSCHULER**





Continued from previous page

and **Kimberly Altschuler** director of sales and marketing. Maibach most recently was g.m. at **Black Point Inn** in Prout's Neck, ME. Altschuler previously was director of revenue management and transient sales for **The Charles Hotel**, Cambridge, MA.

**SAN DOMENICO** – **Tony May** is closing this 20-year-old Manhattan restaurant on Central Park South to move it to a new location in Midtown in 2009. Odette Fada will continue as chef.

**AURA** – At **Boston's Seaport Hotel**, **Rachel Klein**, most recently chef at **Om** in Cambridge, MA, becomes chef. The restaurant is undergoing renovations.

**CULINARY INSTITUTE OF AMERICA** – **Melissa Kelly '88**, co-owner and executive chef of **Primo Restaurants**, and **Alfred Portale '81**, executive chef and owner of New York's **Gotham Bar and Grill**, received Alumni of the Year awards for their culinary innovation and excellence. Kelly is the first female recipient of the Augie.

**PLAZA HOTEL/OAK BAR** – **Matt Ridgway**, most recently at Atlanta's **Restaurant Joel**, was named chef de cuisine at this Manhattan property's **Oak Bar**.

**NEW YORK STATE RESTAURANT ASSN.** – **Brad Rosenstein**, owner of **Jack's Oyster House** in Albany, serves as chairman this year and **Colleen O'Bryan Holmes**, owner of **JT's Shrimp Shack** in Ballston Spa and **Wheatfields** in Saratoga Springs, was elected treasurer. **Jason Wallace**, a professor of restaurant management at the **Art Institute of New York** and president and CEO of **Hospitality Concepts** be-

comes vice chairman.

**WESTIN BOSTON WATERFRONT** – **Elizabeth Hold** was named business transient sales manager from group sales manager at this 793-room property. She will be responsible for enhancing the profitability of the hotel by soliciting and securing local negotiated corporate accounts. Separately, **Tim Curry** becomes director of convention service. He formerly was director of catering and convention services at the **Hyatt Regency Cambridge**. In other news, the hotel recently unveiled a new 8,700 sq. ft. ballroom, the kick-off to its 45,000 sq. ft. meeting space expansion that includes a 25,000 square-foot exhibit hall and five break-out rooms bringing overall meeting space capacity to 72,000 sq. ft. By the end of the year, the hotel expects to add three new restaurants, as well as additional retail space.



CURRY

**WESTIN COPLEY PLACE** – This Boston hotel named **Brian Chiarmonte** director of food and beverage from that post with the Cambridge, MA-based **Royal Sonesta Hotel**. In other appointments, **Michael DiCanio**, who most recently was director of banquets at the **Westin New York Times Square**. Was named assistant director of food and beverage.

**RIALTO** – **Kelly Coggins** becomes wine and beverage director for **Rialto** in Cambridge, MA from manager at **The Federalist** in Boston, assistant manager at **The Wine Bottega** and sales representative for Adonna Imports, **Jeannie Rogers' Italian wine importing business**.

**NEW ENGLAND CULINARY INSTITUTE** – Chef Instructor **Michael Gunyan** received the distinguished "Certified Culinary Educator" designation from the American **Culinary Federation (ACF)** — the largest professional chefs' organization in North America.



VAN HOUT

**SUBWAY** – **Thys Van Hout**, who recently served as president of Watervliet, MI-based **Oak Brook Associates**, was named chain's chief technology officer.

**STARWOOD HOTELS & RESORTS WORLDWIDE, INC., NORTH AMERICA, HOTEL GROUP** – **Denise Coll**, most recently senior vice president, North America was elevated to president. She is a former general manager of Boston's **Seaport Hotel** and chief operating officer, **Seaport Companies**.



COLL

**ARAMARK** – **Joseph Munnely**, deputy controller, becomes senior vice president, controller and chief accounting officers, succeeding **Fred Sutherland**, executive vice president and chief financial officer, who retired.

**CASTLE HILL INN** – **Jon Cambra**, executive chef of this Newport property, accepted an award for the 2008 Edible Communities Local Hero Chef/Restaurant from **Edible Rhody** magazine for his use of fresh, local, organic ingredients.

**SHERBORN INN** – In Sherborn, MA, west of Boston, **Frank Toohey**, former chef of **Aura** at Boston's **Seaport Hotel**, was named chef de cuisine.

**UFOOD RESTAURANT GROUP** – **Patrick Chi-**

**acchia**, a former director of real estate with **Boston Chicken**, joins former colleagues **George Naddaff** and **Charles Cocotas** at this franchisor and operator of fast casual restaurants and nutritional retail stores as vice president of real estate.

**DOUBLETREE HOTELS** – A 238-room property opened inn Princeton, NJ in a converted Radisson property six miles from Princeton University, operated by **Shamrock-Hostmark Princeton Hotel, LLC**. The property is **Doubletree's** sixth in New Jersey.

**MANDARIN ORIENTAL HOTEL – BOSTON** – Former **Taj Boston** sales and marketing director, **Larry Tsoumas**, moves to that post at this new Back Bay property, expected to open this summer. In other appointments, **Mary Hull** was appointed director of sales and catering from 26 years in Boston-area catering. **Edwina Kluender** joins the hotel as director of public relations from **Harron & Associates** and **Sharon Holtz**, formerly spa director at the chain's **Elbow Beach** hotel in Bermuda, assumes that post in Boston.



COVINO

**SPRINGHILL SUITES BY MARRIOTT** – **Anthony Covino** becomes general manager of this 80-room property in Waterford, CT managed by **Waterford Hotel Group**. He most recently was assistant general manager of the **Residence Inn by Marriott** in Mystic, CT.

**LANTANA** – In Rockland, MA, **Eric Bolduc**, most recently executive chef for Dedham, MA-based **Finz**, assumes that post with the function and catering firm that dates to 1956.

**ZEBU FORNO** – A third New Jersey European-style bakery and café opened in Hoboken recently at Marineview Plaza. The unit is owned by **Gallucci Associates**, an operator of corporate dining facilities in northern NJ

through its **Suzon Dining Services**. **Danielle Kapner**, former pastry sous chef at New York's **Gotham Bar and Grill**, was named general manager.

**ARAMARK** – Chef **Paul Carr**, senior director of culinary research and development, received Nation's Restaurant News' MenuMasters Award as Chef/Innovator of the Year.

**RIHTA – The Rhode Island Hospitality and Tourism Association** Human Resource Council named **Lauren Minutoli** and **Susan O'Donnell** co-chairs. Minutoli is director of human resources at the Providence **Biltmore Hotel** and O'Donnell holds that post at Newport's **Hotel Viking**.

**CONNECTICUT RESTAURANT ASSN.** – **Robert DeZinno** becomes CEO and president from president of the **Connecticut Hospitality Educational Foundation**. The association also relocated to new offices in Waterbury.



DeZINNO

**ABBICI** – **David Schneller**, formerly sous chef at **Arrows** in Ogunquit, ME, joins this Yarmouthport, MA restaurant on Cape Cod as executive chef and will expand its Italian-influenced menu to incorporate the flavors of other Mediterranean countries.



BOLDUC



## 10th generation farmer heads up farm liaison for Culinary Institute

**H**YDE PARK, NY – Not many schools can boast their own direct connection to fresh local produce.

Paul Wigstein, born into a family of farmers and cultivator of 40 acres of his own vegetables, recently became the Culinary Institute of America's farm liaison, making it the first college known to have such a position.

A 10th generation farmer, he's been the school's produce buyer since 2004 as well as a purveyor.

The new role expands CIA's program of buying from local farmers, in place since the early 1990's under Director of Purchasing Brad Matthews.

"I've spent a half million dollars with local farms in the Hudson Valley for eggs, dairy and produce," says Wigstein, "and we'll be increasing that significantly this year."

Today, he says, it's "very chic to be buying local. I'm working with a group of growers to make it easier for wholesalers and restaurants to get local produce."

Matthews explains that Wigstein "will expand our relationship with local agriculture. It's much more than just buying peas. As a farmer himself, Paul's expertise can help growers, restaurants and wholesalers all fill their needs."

Wigstein meets each win-

### Wigstein's role expands program of purchases from local farmers

ter before the growing season with farmers to share with them the ingredients the chefs in the CIA's 41 kitchens and bakeshops will want to use in the coming year.

Farmers then plant crops, knowing that there is a market for their fresh, high quality, locally grown fruits and vegetables. Knowing about what CIA is doing has helped the market grow further, Wigstein points out, as restaurants learn what CIA is



using to teach its students. "Buying locally teaches our students about the value

**"Farmers and chefs need to work together..."**

of regional products as well as seasonality," he says. "We find it is very important to show the aspiring chefs studying here that farmers and chefs need to work together."

In 2006, Paul and Brad received the Glynwood Harvest Good Neighbor Award honoring the school's support of local agriculture, and Senator Hillary Clinton (D-NY) launched the Farm-to-Fork Initiative at CIA.

As part of his duties, Wigstein consults with restaurants and institutions about how to develop local buying programs. "Any time you can spend your money two miles down the road instead of 2,000 miles away, everyone comes out a winner. And the smaller the carbon footprint, the less you spend on gas."

## CIA expands the college's green initiative

**H**YDE PARK, NY –The Culinary Institute of America (CIA) removed paper cups and lids in all student and staff dining facilities this year in an expansion of the school's green initiatives.

The college had been using between 15,000 and 18,000 disposable cups a week in its student dining facilities

alone.

"We took a look at the usage and decided we could do our part to reduce the CIA's paper waste," says Peg Graham, CIA associate director of dining services. "This is a good incentive to look around and see what we can do in other areas as well."

In mid-2007, the college switched from white paper dinner napkins to a napkin made of recycled paper in its student dining rooms. According to Graham, the initiatives assist in both saving the en-

**Eliminating paper cups and lids join efforts that began with switching to recycled paper napkins in 2007**

vironment and saving money for the college.

"We want to encourage you

to bring a travel mug or 'to-go' bottle with you for consumption of beverages," she told students.

Dining Services is just one area actively working to "go green." The college has an extensive recycling and composting program. Recently, the New York State Energy Research and Development Authority presented the CIA with \$337,571 in rebates in recognition of six new high-efficiency student townhouses.

## HCFS seeks grant applications

**C**INCINNATI – The Hobart Center for Foodservice Sustainability (HCFS) will award a \$5,000 grant for the second consecutive year to an individual or company judged to have the best foodservice or food retail sustainability project of the year.

Submissions are being accepted with a deadline of 5 PM on August 29, and the recipient will be announced at the 2008 Greenbuild Expo in Boston on Nov. 19-21.

Applicants must submit a case study of 10 or fewer pages demonstrating how their program addresses such challenges as reducing energy or water use; decreasing wastewater or solid waste; or implementing Farm-to-Fork programs or other combined programs.

The recipient will use the proceeds to invest in addition-

al sustainability efforts, and the winner will be selected to join the HCFS Fellows and assist in future initiatives.

Last year, the first ever grant recipient was Dickinson College which established the Dickinson College Farm as a collaborative effort between the school's dining services staff, faculty and students and established efforts to re-

duce waste, water and energy usage at the college.

The Center was created to provide "thought leadership and counsel on sustainable design efforts and innovation in the foodservice industry."

Leading the group are five Fellows, experts in sustainability. They include Michael Berning, director of sustainable design and principal, Heapy Engineering LLP; Rick Cartwright, vice president and general manager of retail systems, ITW Food and Equipment Group; Keith Martin, director of dining services at Dickinson College; John Turenne, founder and president of Sustainable Food Systems; and Richard Young, senior engineer/director of engineering, Food Service Technology Center.

Official rules can be found at [www.hcfsforum.com](http://www.hcfsforum.com).

**Best practices from sustainability programs could be honored with a grant of \$5,000**



## Moe's takes Manhattan

**N**EW YORK – Moe's Southwest Grill, taking an aggressive growth stance under new president, Paul Damico, opened its first Manhattan unit recently at First Avenue between East 21st and 22nd Sts.

"Bringing Moe's to Manhattan is a significant step in our growth plan," explains D'Wayne Tanner, vice president of franchise sales for Moe's parent company FO-

CUS Brands®. "The high energy and speed of service makes Moe's ideal for the big city. Not to mention a successful location in New York City will enhance our brand presence and leave us poised for continued, steady growth in other major cities as well."

The Atlanta-based chain has more than 400 units open and plans its first green store this fall in Burlington, VT.







## SUPPLIERS CORNER

### MTS Seating taps Travis & Hewes

MYSTIC, CT – Mark Travis and John Hewes of Travis & Hewes LLC have teamed up with Elena Carlson of Carlson Marketing Group to represent MTS Seating in Connecticut, Western Massachusetts and Vermont. MTS is a leading manufacturer of metal hospitality seating and wood and laminate tables for restaurants, hotels, casinos, banquet facilities, lounges, universities, and convention and conference centers. The manufacturer is a leader in the advancement of the "Synergreen" philosophy, seeking to make continuous environmental improvements in its products and processes. For information, visit [www.travis-hewes.com](http://www.travis-hewes.com) or [www.mts-seating.com](http://www.mts-seating.com).

### Glover tapped by Castle Brands

NEW YORK – John Glover, formerly senior vice president, commercial management for Remy Martin, becomes senior vice president marketing for this emerging premium international spirits company.



DEI DOLORI

### Dei Delori elevated at Enodis' Scotsman

NEW PORT RICHEY, FL – Phil Dei Dolori, group president, Ice and Beverage Systems at Scotsman was promoted to group managing director – Europe and Asia.

Before joining Enodis last fall, he served for five years as a senior executive of Middleby Corp.

Separately, Castle Brands entered into an agreement with Autentica Tequilera to develop and launch a new brand of super-premium tequila, "Tequila Tierras Autenticas de Jalisco" or "Tierras". Castle Brands will be the exclusive importer and marketer of Tierras in the United States.

### Marzetti taps Lee Halmagy

COLUMBUS, OH – T. Marzetti Co. appointed Lee Halmagy foodservice marketing assistant, a post in which she will coordinate development of packaging for new foodservice products, track sales, and review and update the foodservice website pages.

Previously, Halmagy served as project manager at MPS Group, Inc. in Detroit and technical writer for EES Group, Inc. in Dublin, OH.

### Nemco promotes Michelle Wibel

HICKSVILLE, OH – Michelle Wibel, who began her career with NEMCO 11 years ago, was recently promoted to vice president of sales and marketing. In addition to overseeing NEMCO's domestic sales, participating in the development of international sales and playing a key role in strategic planning, Wibel will continue to manage all marketing and marketing communications initiatives.



BOLTON

### NicePak hires new sales executive

ORANGEBURG, NY – NicePak Commercial named Randy Bolton, a seasoned textiles industry sales executive for 35 years, sales executive, focusing on selling commercial wet wipe products to the education market.

### M. Tucker welcomes third generation

PATERSON, NJ – M. Tucker Co. Inc. named Morgan Paige Tucker an account representative in the New York City area. She is the third generation of the family equipment and supply company. A Cornell Hotel Administration graduate, she most recently was in operations with B.R. Guest Restaurants in New York.



### ITW receives Energy Star recognition

Representatives from ITW Food Equipment Group, North America (ITW FEG) accepted the ENERGY STAR® Partner of the Year award. Hobart, Stero, Vulcan, Traulsen and Wittco were among the independent companies contributing to this effort. ITW FEG was the only commercial food equipment group to be awarded the ENERGY STAR Partner of the Year by the U.S. Environmental Protection Agency and the U.S. Department of Energy. Front row from left are

Laura Moreno-Davis, Vulcan director, marketing and communications, Kathleen Hogan, director, Climate Protection Partnerships Division, U.S. Environmental Protection Agency, Sarah Puls, Hobart vice president, brand marketing, Carrie Hoff, Hobart product line manager Warewash, and Jenni Bair, LEED AP, Hobart segment marketing manager, Food Retail. In the back row, from left, are Kevin Woods, LEED AP, Hobart segment marketing manager, Education, Lin Sensenig, Stero and Somat Companies, general manager, Kimberly Greenwood, LEED AP, Hobart segment marketing Manager, Food Retail and Steve Jensen, Wittco general manager.

### Trimark USA acquires Economy Restaurant Fixtures

SOUTH ATTLEBORO, MA – TriMark USA, Inc. the nation's third largest distributor of foodservice equipment and supplies has acquired Economy Restaurant Fixtures, Inc., including the BigTray Division. All current management and staff at Economy and BigTray will remain in place. Economy, the 12th largest distributor in the country and employs 150 individuals. Both are based in San Francisco, CA.

### Agar president named to board of IFDA

TAUNTON, MA – Karen Bressler, president and CEO of AGAR, New England's largest independent broadline food distributor and the 13th largest nationwide, was named to a three year term on the International Association of Foodservice Distributors board.



FINK

### Kevin Fink to head up Ice Group, Americas

NEW PORT RICHEY, FL – Enodis recently named Kevin Fink to president, Ice Group Americas. He continues to serve as president of Ice-O-Matic and will also hold the interim position of president of Scotsman until a new appointment is made.

During his 21 year industry career, Fink has been president of Ice-O-Matic since 2005, and was president, Enodis USA, where he oversaw all North American sales and marketing activities. Prior to that, he served as vice president of marketing at Frymaster.

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# State travel directors expect shorter trips this summer as tourists find ways to take vacations

**SUMMER OUTLOOK**  
Continued from page 1

from a mix of domestic and European travelers.

New US Commerce Department data shows visitation from Canadians rose 18 percent in January and February this year as travelers from Europe, China, Korea, Mexico, Australia and Brazil showed double digit advances, setting a record for international travel for the first time since pre-9/11.

A study by the Travel Industry Association (TIA) and Ypartnership also shows one of six (16 percent) Americans planning a trip by motor vehicle this summer expect to spend their tax rebate on a leisure trip.

"The data confirm...that vacations are a non-negotiable part of contemporary life, even in challenging economic times," says YPartnership Chairman and CEO Peter Yesawich.

The data also shows that among 41 percent of respondents who said plans would change if gas prices rise further, the greatest number (38 percent) would simply drive a shorter distance to a vacation destination; 36 percent would take fewer trips or cancel a trip; 30 percent would cut back on souvenirs and shopping, 27 percent would spend less on meals/restaurants/entertainment; 23 percent would spend

less on accommodations; 21 percent would cut the length of stay; and 20 percent would select an alternative destination.

TIA expects Americans to take more than 327 million leisure trips this summer, down between one and one and a half percent from a year ago.

The group voices "encouragement" from "Americans' ongoing commitment to vacation travel" which continues to be perceived as "a very positive force in their lives...Most Americans tell us they will continue to travel even if gas prices continue to rise but are likely...to modify the nature of their trips, traveling closer to home and seeking out more affordable accommodations, restaurants and activities."

To encourage vacationers, states are coming up with new

campaigns such as Connecticut's, which reaches out to in-state residents with the theme, "Closer than you think."

"The escape you've been looking for is right in Connecticut – only a short drive or train ride away. Your change to slow down and catch up with family and friends is closer than you think," says a new ad. More than 230 attractions took part in an early season promotion with free or reduced admission for state residents.

Maine's Director of Marketing Steve Lyons expects "a very good, strong summer" this year, noting that inquiries have been up and "gas doesn't seem to be impacting us at all."

The state is "putting a more concerted effort on marketing to Quebec, Toronto and the Canadian Maritime provinces" now that exchange rates are close to par. "We see it as a very positive and strong market, and anecdotally, we're getting a huge number of inquiries. Our gas prices are cheaper,"

People "seem to be traveling closer to home," he adds. "Gas historically has not been a real major influence on vacation decisions but weather seems to be a factor. But everyone is still cautious because we haven't seen prices as high as this before."

In Massachusetts, the Greater Boston Convention & Visitors Bureau has increased

marketing funds to target people 150 to 300 miles outside the city. Chairman Pat Moscaritolo expects three sports events this summer to bolster business by more than two percent over last year's season.

At some tourist attractions such as Old Sturbridge Village have seen attendance early this year up by as much as 33 percent. Summer advance bookings in Bar Harbor, ME are reportedly up between 10 and 20 percent from a year ago, and the Stowe (VT) Area Association reports advance bookings up for the summer overall from last summer, which was "excellent."

Massachusetts' Office of Travel & Tourism is targeting gays and lesbians with a \$4.6 million ad program this year for the group, which is said to comprise 10 percent of the total travel market.

Out in the Berkshires in Western MA, Lauri Klefos, president and CEO of the Berkshire Visitors Bureau, expresses "cautious optimism due to current economic conditions," but expects the region's core market - metropolitan population centers in New York and New England - to stay closer to home this year which could benefit the area.

"Our industry reports good advance bookings," she says, "and our website traffic over the past three months has risen dramatically over last



year."

On Cape Cod, Cape Cod Chamber of Commerce CEO Wendy Northcross saw the season get off to a "rather robust" start this year. "We have had extremely high inquiry on vacation planning websites that some members operate and our own site has been off the charts. Advance bookings are very high. This is always an indicator we try to look at to try to predict the season, and it seems extremely hopeful compared to the last several years."

Another "very bright spot" for the Cape, she says, is the strong exchange rate for the Euro and Pound Sterling, expected to "work in our favor as we are basically at a 50 percent

**SUMMER OUTLOOK**  
Continued on page 21



**Canadian traffic to US rose 18 percent this winter**

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## Resort operators scramble to find workers for temporary seasonal jobs this summer

**W**ASHINGTON – As states ramp up employment efforts for the busy vacation travel season, three in the northeast – Massachusetts (22,700), New York (34,700) and New Jersey (20,100) – are projected to add the most eating and drinking **TEMPORARY WORKERS**  
Continued on page 21





# Higher gas prices becoming a fact of life for travelers



## Foreign visitors expected to boost season's revenues



### SUMMER OUTLOOK Continued from page 20

for European travelers and the Brits."

Adding to her optimism are "new and aggressive marketing tools designed to keep Cape Cod in the top of minds of potential guests."

In Boston, Pat Moscarito, president of the city's Convention & Visitors Bureau, voices optimism that three special sporting events will bring new visitors to the city. At the National Park Service, spokesman Sean Hennessey is looking for "a robust season" and sees "a great number of international visitors already." In 2007, he says, the Charlestown Navy Yard, home of one of the city's most popular attractions, the USS Constitution, saw over a million visitors, "not quite up to the 1999 level but better than it has been. The picture this summer is rosy and the trend looks good. In spite of high fuel prices, people will enjoy themselves and travel. We'll be opening a new visitor center in Building 5 next to the Constitution over July 4th."

In New York, the "I Love New York" campaign celebrates its 30th anniversary and the state will spend \$17 million promoting it with a goal of boosting visitor traffic by a third to 200 million over the next 12 years from 155 mil-

lion and raising annual tourism revenues to \$60 billion.

Upstate in the Buffalo Niagara region where visitors are estimated to spend \$1.2 billion annually, the Convention & Visitors Bureau is gearing up for a busy season as the first phase of Buffalo's Inner Harbor downtown is unveiled.

New York State is said to host over four million visits to wineries generating more than \$312 million in wine-related sales as culinary tourists come to the Finger Lakes and Long Island. In the Central part of the state, Fly Creek Cider Mill & Orchard is promoting specialty foods as it works with the Cooperstown Wine Trail.

The Big Apple will reach out to tourists with a new Broadway Concierge and Ticket Center in Times Square this summer, offering information in six languages.

Farther north in New Hampshire, the state's tourism website, revamped last year, reached one million visitors this winter. In Portsmouth, a Visitor Center housed in a landmark former library building presents a video of various city attractions including Strawberry Banke Museum, which is celebrating its 50th birthday.

Last summer, the state saw 2.8 percent more travelers than the year before, with spending up 4.7 percent.

### TEMPORARY WORKERS

Continued from page 20

place jobs this summer and Maine is likely to register the largest proportional employment increase (30.2 percent), says the National Restaurant Association which has been caught in a battle that has cut the number of H-2B temporary work visas in half.

The news comes as operators continue to urge legislators for reform of the H-2B visa program and the returning worker exemption. The goal is to make the program permanent or at the least, provide an extension of the provision. A five year extension has been proposed in the Senate, along with a measure to make it permanent in the House.

Bill Zammer of Cape Cod Restaurants, Inc. testified this spring before the US House of Representatives Judiciary Subcommittee on Immigra-

tion about the role the visa program has on the industry and the need for relief as operators struggle to recruit and retain an adequate workforce in a busy season. Some 25 percent of the Cape's population is age 65 or older.

The H-2B program, he explains, "has successfully filled the needs of seasonal businesses across the country for decades." Cape employers need an additional 28,000 workers from Easter to Thanksgiving and approximately 5,000 H-2B workers are helped to fill those needs.

The program, Zammer points out, does not displace American workers and brings in help that pays "their fair share of taxes, Social Security, and insurance fees. On average in my company, a seasonal worker will earn between \$25,000 and \$30,000 over nine months," says Zammer,

### Employers on Cape Cod will receive only 15 of the 5,000 visas sought

who is vice chair of the Massachusetts Restaurant Association and also of the Cape Cod Chamber of Commerce.

The Cape and the islands, like other resort areas reliant on thousands of workers each summer season, are caught short this year, have been caught short this summer with many forced to make adjustments to get by.

While the move to extend the H-2B returning worker exemption has had broad support in Congress, it "is unfortunately being held up for political purposes," says NRA Senior Vice President of Government Affairs John Gay. Without the extension, seasonal employers cannot hire H-2B visa workers again until this fall.

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## Keeping knives sharp is the way to succeed, McDonald's Chef Coudreat tells graduates

**H**YDE PARK, NY –Chef Dan Coudreat, who manages day-to-day relationships with McDonald's multiple suppliers and works with a creative team to develop high-quality menu items for 13,700 U.S. restaurants,

shared a secret with graduating Culinary Institute of America recently.

"I am embarrassed to say. I have a hard time sharpening a knife. I have worked in kitchens and with knives for 25 plus years, I am responsible

for the culinary direction of McDonald's USA - the world's largest restaurant chain, I have cooked for ex-presidents, princes and movie stars. I am embarrassed to say. I have a hard time sharpening a knife."

Keeping it sharp, he explained, means the journey "has just begun and it takes patience." It daily attention to becoming the best one can be, together with self-evaluation to keep egos in check.

"Constantly do more than you are expected to do," he declared. "Each time you suc-



ceed, your bar gets raised... The reward for doing a great job is the opportunity to do more. Learn to love the work

or stay home."

Keeping your knife sharp, he continued, involves realizing we are nothing without the Brigade - the Team. It's understanding that your words and actions have consequences and lasting effects. It's understanding the big picture - that every person's contribution to the overall experience is important."

He urged the graduates to respect the profession they have chosen, and keep their knives sharp.

"I'm embarrassed to say. I have a hard time sharpening a knife."

## Holiday Inn Express to open in Boston across from TB Banknorth Garden

**B**OSTON – This city's North Station/TD Banknorth Garden area is getting a facelift with the opening of a new Holiday Inn Express, scheduled to open this summer in an historic 100-year-old building now undergoing a \$2 million conversion.

The 72-room property on Friend St., owned by Gemini Real Estate Advisors and managed by Gemini Hospitality Management, will offer the chain's newly enhanced complimentary Express Start® breakfast bar with a full selection of such items as cheddar cheese omelets, bacon,

biscuits, yogurt, fruit and the brand's proprietary cinnamon roll and Smart Roast® coffee.

Room amenities include the SimplySmart® shower with a propriety Stay Smart™ Kohler showerhead, upgraded 100 percent cotton terry towels and a new line of cinnamon-scented bath products. A new bedding collection features decorative top sheet, a

medium weight duvet blanket and 200-thread count sheets.

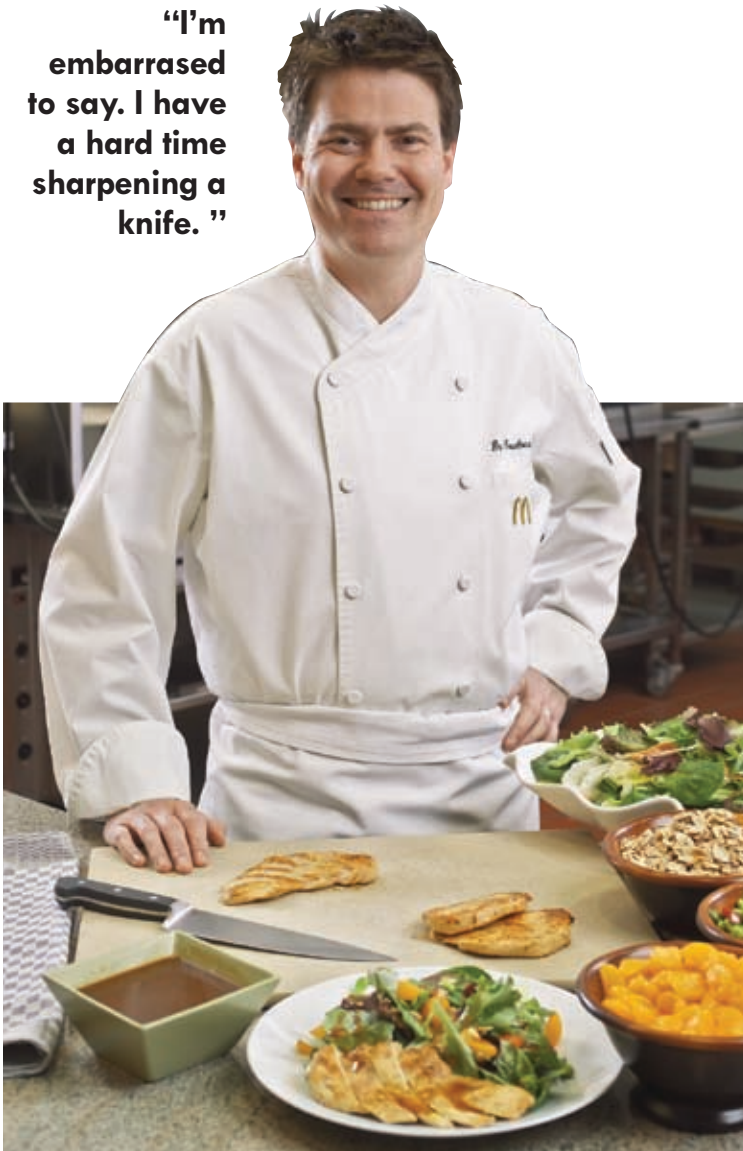
The five-story property will provide business travelers with free high-speed wireless Internet access throughout the hotel, free phone calls, phone with private voicemail, free daily USA Today newspapers, a 32-inch LCD flat panel TV and access to an on-site fitness center.

## James Beard Awards announced

**N**EW YORK – The 2008 James Beard Award for Outstanding Restaurateur this year went to Joe Bastianich and Mario Batali, owners of a group of high-end Italian restaurants here and in Las Vegas.

Other winners from the Northeast were Best New Restaurant - Michael Psila-

kias and Donatella Arpaia of Anthos in Manhattan; Rising Star Chef – Gavin Kaysen, Café Boulud, New York; Outstanding Wine Service – Eleven Madison Park, New York; John Ragan, wine director; Best Chef Northeast – Patrick Connolly, Radius, Boston; Best Chef – New York – David Chang, Momofuku Ssäm Bar.



**Time's Up**

CDN expands its line of Freshness Timers for monitoring food and beverage freshness. An industry first, this patent-pending line features special mounting options and smart design ideal for fast-paced foodservice environments. A loud alarm and last count recall feature help ensure freshness all day long.

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## Mintel reports downturn in dining out

**C**HICAGO – A survey conducted by Mintel International this winter showed around half of people who dine out have reduced spending, but still continue to eat away from home.

Three-fourths of those surveyed went out to eat at least once a week and the same number dined out 2.3 times during the week.

Mintel Senior Analyst David Morris says diners are not trading down to less costly or lower quality food, they are "just trading out."

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Boston Restaurant Group, founded in 1990 by Charlie Perkins, a former restaurant manager and multi-unit operator, specializes in selling, leasing and appraising restaurants. The company helps new buyers in the acquisition and start-up process, does general operations consulting and provides expert witness services. Visit [www.bostonrestaurantgroup.com](http://www.bostonrestaurantgroup.com).

## Naples style pizzas simple to create

Cook Naples style pizzas with the convenience of a gas fuel source, says Wood Stone, which makes a gas fired oven designed to achieve the optimum Napolitano temperature range. The oven has 22 sq. ft. of cooking service and the archway into it has been lowered to create a lower thermal headspace and includes a groove for the pizzaiola to finish the pies in the dome. Visit [www.woodstonehome.com](http://www.woodstonehome.com).

## Pork loin back ribs with tangy sauce

The Broaster Company introduces new Broaster® Recipe pork loin back ribs with BBQ sauce, the company's first fully cooked product. Individually quick frozen and packed in two 5-lb. pouches per case, the ribs may be heated and served from a microwave, convection or conventional oven. It is the 27th selection in a line designed for profit opportunities for a wide range of foodservice establishments. Visit [www.broaster.com/brrffoods.htm](http://www.broaster.com/brrffoods.htm).



## Sustainable seafood from farmed and wild sources

Clean Fish, a seafood broker now supplying high-end white tablecloth restaurants in the Boston area with wild and farmed seafood from domestic and international sources, offers Fisherman's Daughter wild shrimp from the Gulf of Sonora, free of common chemical additives and 100 percent natural, along with other selections including Loch Duart prize winning salmon; Nova Scotia Arctic Charr; Queen Conch; Australis Barramundi; Hooker's Haddock; Texas Redfish and more. Visit [www.cleanfish.com](http://www.cleanfish.com).

## Take to road with mobile catering oven

Wood Stone lets you take your show on the road with a mobile catering oven – a modified Fire Deck 6045 – that fits on a custom-built tandem-axled trailer. The trailer comes with a fuel tank storage box equipped with four refillable LP gas tanks. The oven has a 6 ft. power cord, a 40 in. wide and 38 in. deep cooking space. A battery-powered version of the mobile unit is also available. Go to [www.woodstone-corp.com](http://www.woodstone-corp.com).

## Mounted Epi-Ready for life-threatening allergies

Epi-Ready, a wall-mounted storage unit for auto-injectable epinephrine, can potentially save the life of customers with a severe allergic reaction. The unit, when installed in a prominent place, serves as a reminder of the availability of emergency epinephrine. The individual with life-threatening allergies may have only four minutes to receive life-saving emergency epinephrine. The unit is priced at \$29.95. Visit [www.epi-ready.com](http://www.epi-ready.com).

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## New Crown series delivers under demand

Taylor's New Crown® series of soft serve equipment delivers product continuously even under heavy demand. The series includes a full line of single and twin twist flavor capabilities plus Taylor's optional Heat Treatment system. Smart technology features NAFEM protocol connectivity. The microprocessor control includes a simple unit interface, product safety features, service diagnostics and can be set for multiple international languages. Go to [www.taylornewengland.com](http://www.taylornewengland.com) or [www.taylorct.com](http://www.taylorct.com).

See more product reviews on the web at [foodserviceeast.com](http://foodserviceeast.com)

## Freshness timer helps improve coffee service

A specialized 120-minute timer from CDN is designed specifically for air pots and similar vessels to ensure coffee freshness. The 120-minute Freshness Timer (TF120-R) features Velcro® straps and bands for easy attachment to air pots or coffee pots and is the first freshness timer in the line with red accents. Turn on whenever a fresh pot is brewed. After 120 min., a loud timer sounds to indicate any remaining beverage should be discarded. Visit [www.Cdn-timeandtemp.com](http://www.Cdn-timeandtemp.com).



## Anti-oxidant power in Pomegranate Plus

Northland introduces Pomegranate Plus, an all-natural juice blend with the added benefits of 10 essential vitamins. Sold in 64-oz. bottles, the juice comes in Pomegranate Blueberry and Pomegranate Cherry and contains no added sugars or sweeteners. In addition to its antioxidants, it is fortified with Vitamin C, Calcium, Iron, Vitamin B3, Vitamin B5, Vitamin B12, Biotin, Magnesium and Zinc. Visit [www.northlandjuices.com](http://www.northlandjuices.com).

BENEFICIAL

Oceanaire docks in Boston's Scollay Square – Page 3

## Foodservice East

Volume 82, Number 4 • Wintertide, 2008 • THE BUSINESS-TO-BUSINESS PUBLICATION FOR THE \$80 BILLION NORTHEAST FOODSERVICE INDUSTRY

### INSIDE THIS ISSUE

#### FOOD FOR THOUGHT

The kitchen as classroom  
For Eric Rosenbaum, executive chef of Boston's Elbowate, the kitchen is a place where he imparts skills and knowledge while learning himself from his co-workers.

Page 4

#### FOODTRAK

Serving hot meals and hope  
David Waters steers Community Services into a new era this year from within the organization's new industrial kitchen, which enables it to serve more clients.

Page 6

#### Let's talk...

Restaurantiers, the global market for foodservice is growing rapidly. It's time to get in on the ground floor. Visit [www.foodserviceeast.com](http://www.foodserviceeast.com) for more information.

## Operators debate outlook for what all view as a challenging year ahead in the Northeast

**B**OSTON – There's a chill in the air this winter as operators struggle to make sense of predictions of economic weakness and contraction, ranging from the dreaded "R" word to forecasts that so-called kitchen table issues could drive consumers back to their own kitchen tables as they react to diminishing discretionary income by cutting back on food away from home.

While few would deny that 2008 brings with it many challenges, most still agree that, as Dave Swenson, National Restaurant Association president and chief executive officer put it, "Dining out is not reserved for special occasions anymore, but plays an essential role in how we live our lives every day."

"Consumers," she says, "want help to fit quality meals into their busy schedules, and require a lot of variety when doing so."

## New York Burger Co. plans to franchise

**N**EW YORK – Madeline Polay, co-owner of Soho Character in the late '70s, is enjoying a roll – a custom brisole bun to be exact – as she and her partner, Spiro Ziamatos, prepare to franchise their trademark New York Burger Co., an award-winning concept they first opened three and a half years ago as the culmination of their passion for food.

"People say 'oh, you're healthy food,'" says Polay, "but we're not. Burgers are



that only high-income households have been able to elevate their living standards in recent years.

From 2000 to 2005, consumption among high-income households rose while remaining stagnant for middle-income households and declining among those in the lower-income group. The top fifth of US households made 29 percent of all consumer expenditures in '05, the largest share on record.

Late last year, data from OUTLOOK Continued on page 14

the number one comfort food, and we also sell a lot of salads, around 1,500 a week. This is the next generation of food."

From the beginning, the focus has been on all natural, organic burgers, Polay says, recalling that when she and Ziamatos decided to do a concept together, it was the "the period of the Mad Cow scare. I'd been watching the trend toward organic and natural."

NEW YORK BURGERS Continued on page 20



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# A creative nutrition educator gets recognition

**Y**ARDLEY, PA – Making healthy food “fun” for school children is a major goal of one nutrition educator here and it’s winning her recognition this year in the form of grants and awards.

Amy Brinton, RD, LDN, who will be recognized this fall by the School Nutrition Association of PA (SNAPa) with an award at the group’s annual conference in October at Seven Springs Resort, is not averse to dressing up as a pea pod or having balloons in the classroom or creating a “watermelon pig” to get her messages about healthy food across to youngsters.

A nutrition educator for Metz & Associates, Ltd. in the Pennsbury School District here, she develops entertaining interactive nutrition education programs for the cafeteria and classrooms. Her efforts promote health and wellness and support school meals programs using radio, newspapers and the Internet.

The programs serve the



**“I’m passionate about this,”  
says Amy Brinton**

entire district, reaching more than 11,000 students as well as parents and teachers.

**Games and samplings help teach students about healthy foods**



entire district, reaching more than 11,000 students as well as parents and teachers.

“Amy is an incredibly motivated and gifted person,” says Steve Kline, foodservice director for Metz. “She has taken on many special nutritional projects at Pennsbury School District and is respected by students, parents and teachers alike.”

“It’s a lot of fun and I am passionate about it,” says Brinton who partners with gym teachers in the district to promote a healthy party catering menu as well as overseeing the Healthy Eater’s Club, an elective program offered to students monthly during re-

providing great nutrition education programs helped our team to win second place in Metz & Associates’ Best Use of Tools contest.”

Just recently, she learned she’ll be getting another grant from a US Department of Agriculture fresh fruit and vegetable program. Only 25 schools were selected for the grants, which will be used to promote fresh vegetables and fruits, which students will receive free at snack time next year.

“Kids see their peers trying new foods and liking them and are more willing to try them,” says Brinton. In her cafeteria programs she does taste testings with samples and used her dairy grant to bring in chefs who prepared milk and yogurt-based offerings.

She also creates “nutrition education monotony breakers” including a promotion called “You’re A Wizard” in which she produced a special environment in the cafeteria with decorations and a menu tied into the theme with Wizard’s Wedge Pizz, Enchanted Forest Salad, Charmed Chicken Nuggets and Banana Wands.

“The kids really enjoy it,” Brinton says. In her spare time, she offers a special service, “Ask Amy,” to give students and parents an opportunity to discuss nutrition related questions and concerns with a registered dietitian.



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